

# PRINTERS' INK



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A JOURNAL FOR ADVERTISERS

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NEW YORK, APRIL 25, 1935

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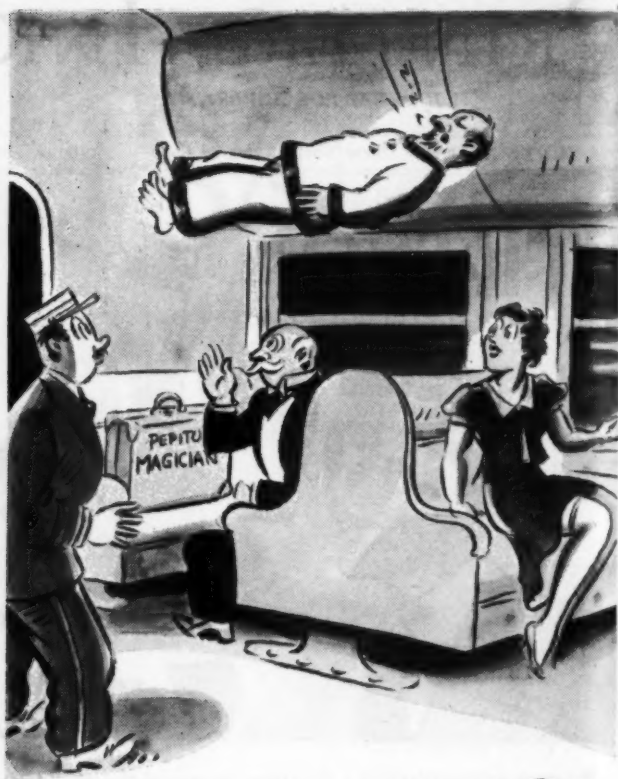
## STETSON



- STETSON QUALITY is a tradition accepted the world over. But styles change, colors have their vogue—mass psychology that must be reckoned with. And so, advertising becomes the job of informing the men of this nation that Stetson quality is styled to the minute. The illustration shown is from an arresting series of displays, now appearing in national publications, which visualizes the Stetson story for 1935 styling.

## N. W. AYER & SON, INCORPORATED

Advertising Headquarters: WASHINGTON SQUARE, PHILADELPHIA  
 NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT  
 LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO



ED REED

**"He's retiring a bit early—  
I hope you don't mind?"**

There's no magic about the way advertising in The Des Moines Register and Tribune lifts sales\*—rather the natural result of more than a quarter million circulation reaching 42% (Sunday) of the most-able-to-buy families in Iowa.

*\*At the lowest milline rate in Iowa.*

**Daily 271,917 Sunday 266,632**

**6 months  
ending March 31**

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# PRINTERS' INK

NEW YORK, APRIL 25, 1935

## This Week

LET figurers unsheath their pencils and clear their scratch pads. This week, P. I., practical as an adding machine, presents two articles that talk the language of treasurers.

The week's opener, titled "**Really Profitable Salesmen**" and written by L. E. Barnes, sales manager of the Benedict Mfg. Co., offers a method for determining, line by line and man by man, the spots of weakness and of strength in a sales set-up. The plan is simple, practical, and thorough.

\* \* \*

For agency executives, Stanwood A. Morrill, president of the Sun Advertising Company, explains an **agency cost-accounting plan**. The procedure starts with allocation of time applied to specific accounts and carries through to an analysis that can be made to disclose any account's case history.

\* \* \*

William E. McFee, chief copy writer of the American Rolling Mill Company, turns our attention to the copy man's problems. **So they won't okeh it, eh?** "They" are: (1) the conscientious objector; (2) the carper; (3) the "institutional" critic; (4) the dilettante; and (5) the technical expert. Mr. McFee suggests how to deal with each.

\* \* \*

Behind chain-store advertising, what three purposes must constantly be remembered? In "**Chains and Their Three-Way Advertising Job**," James C. Cumming, chain-store advertising manager, answers the questions as an insider.

\* \* \*

Dealers refrain from using man-

ufacturers' **advertising mats** because, too often, the mats are too big. Dana S. Greenlaw, commercial-page editor of the *Utica Observer-Dispatch*, mingles among the dealers on their native heath; and he writes about what he would do to promote more nearly unanimous dealer-advertising.

\* \* \*

And here's a brass-tack explanation, by an agency executive, of how to make up **A, B, and C schedules** for newspaper advertising—this by Max Hacker, space buyer, Pedlar & Ryan, Inc.

\* \* \*

How voluminous is **direct-mail advertising**? Leonard J. Raymond, president of the Direct Mail Advertising Association, announces that within a month his association will be able to start issuing accurate monthly totals of expenditures.

\* \* \*

Andrew M. Howe, who knows about **annual reports** from receiving them, has been looking over this year's crop of accounts of stewardship; and he observes a continuing tendency on the part of corporation presidents to use the annual statement as a sounding board against which to broadcast opinions on the state of the nation and what have you. Perhaps, Mr. Howe suggests, a report ought merely report.

\* \* \*

"I'm good. And you ought to know all my brothers." Thus, one product, speaking in the text on its package, may serve to promote a whole family of products. The possibilities—and they seem not adequately realized by manufac-

turers—are set forth herein under the title, "Cross Advertising."

\* \* \*

There are possibilities, too—and pitfalls—in advertising keyed to special occasions. Is your company approaching its fiftieth birthday? Under "Anniversaries," you'll find suggested a number of ways in which you can turn the event to your company's advantage.

\* \* \*

The portability of Easter serves to confuse statistics of retail sales. Thus, in a summary of chain-store sales for March, it is revealed that last month's volume for variety and apparel chain stores dropped below March of '34—and all because this year's Easter sales fall, not in March, but in April.

\* \* \*

Salesmen of J. D. Wallace & Company carry, not cards, but cardalogs; and cardalogs are responsible for many sales. Vice-

president H. L. Ramsay says they're particularly potent in helping the sales of overlooked items.

\* \* \*

The railroads of the West have set out to prove that Mark Twain was wrong. In mid-April they launched an advertising campaign to demonstrate that, at last, someone actually has done something about the weather. The story is labeled: "Carriers Sell Cool Air."

\* \* \*

P. I. Advertising Index reveals an overall gain of 6.8 per cent for March, '35, over March, '34.

\* \* \*

As judges in an essay contest, the Hydrox Ice Cream Corporation picks boys and girls \* \* \* Chilean Nitrate bases a campaign on the product's impurities \* \* \* Teamwork in the composing room enables Tuckett Limited to tie today's copy for Canadian Navy Cuts to last night's hockey hero.

## CONTENTS

Really Profitable Salesmen . . . . . 7	Direct-Mail Figures . . . . . 66
L. E. BARNES	LEONARD J. RAYMOND
So They Won't Okeh It! . . . . . 15	Cardalog . . . . . 72
WILLIAM E. MCFEE	I See Where . . . . . 73
Agency Cost Accounting Plan . . . 25	G. M. S.
STANWOOD A. MORRILL	Anniversaries . . . . . 76
War? Or Shadow-Boxing? . . . . . 28	Chain-Store Sales for March . . . 80
Chains and Their Three-Way Advertising Job . . . . . 32	Telling the Stockholder . . . . . 81
JAMES C. CUMMING	ANDREW M. HOWE
Cross Advertising . . . . . 40	P. I. Advertising Index . . . . . 84
Quick Work! . . . . . 45	L. D. H. WELD
Making Up A, B, C Schedules for Newspapers . . . . . 49	Dr. Samuels Protests . . . . . 88
MAX HACKER	Mats for the Small Dealer . . . . 92
Favor Agency Commission . . . . . 57	DANA S. GREENLAW
"Basic Ability" . . . . . 64	Editorials . . . . . 94
	The Little Schoolmaster's Class- room . . . . . 98

Index of advertisers page 102

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# Population...

# 833,399

## A·B·C· City and Suburban

**PROVIDENCE**—New England's Second Largest Market is entitled to rank among the first twenty of America's major retail markets. Using the county as a fair and conservative basis for comparison, since metropolitan markets vary greatly in the inclusiveness of their corporate city limits, Providence ranks 18th in population in the United States.

The A. B. C. city and suburban population (including neighboring Massachusetts communities) totals 833,399.

Through its many diversified industries and its wealth this market provides an active demand for every kind and grade of merchandise. The remarkable compactness of the Providence Market simplifies many problems of distribution . . . and a powerful advertising pressure may be exerted over the entire area at a comparatively low cost.

## Providence Journal-Bulletin

CHARLES H. EDDY CO. B. J. BIDWELL CO.  
BOSTON NEW YORK CHICAGO SAN FRANCISCO SEATTLE

# If You Sell Any of These



—you'll find considerable information of great interest and tremendous value in the 1935 Consumer Analysis of the Greater Milwaukee Market. This edition—the twelfth—brings up-to-date a year by year record of buying habits, on hundreds of products, which is not available in any other market in America.

Included in the data are figures on consumption . . . number of users of each brand from year to year . . . volume of products used per family and total volume in the market . . . trend of package and bulk volume . . . brands on dealers' shelves . . . in some instances, where bought, and who in the family used it.

The Consumer Analysis is a gold mine of information for any advertiser planning a test campaign. It shows what has gone over and what has flopped . . . charts some of the hazards which may be encountered by a new product . . . gives clues to the most effective advertising approach and dealer set-up. Ask the advertising department for a copy.

## THE MILWAUKEE JOURNAL

**FIRST BY MERIT**

### Automobiles

Batteries  
Radio  
Tires

### Grocery Products

Bacon  
Baking Chocolate  
Baking Powder  
Beer  
Bird Seed  
Bread  
Breakfast Foods  
Catsup  
Cheese  
Cocoa  
Coffee  
Coffee, De-Caffeinated  
Coffee Substitutes  
Crackers  
Desert Powders  
Dog Food  
Flour, Regular  
Flour, Prepared Cake  
Macaroni  
Mayonnaise Dressing  
Milk, Canned  
Mustard, Prepared  
Pineapple, Canned  
Pork and Beans  
Salad Dressing, Boiled  
Scouring Cleaners  
Soap Beads, Crystals,  
Flakes, Granulated,  
Laundry, Toilet  
Soup, Canned  
Strained Vegetables  
Tea  
Toilet Bowl Cleaners  
Tomato Juice  
Washing Powder  
Water Softeners  
Yeast

### Household Appliances

Cooking Ranges  
Radio Sets  
Refrigerators, Electric  
Washing Machines

### Miscellaneous

Aspirin  
Automatic Heating  
Garden Equipment  
Ice, Natural  
Vacation Trips

### Tobacco Products

Cigaretts  
Cigars  
Pipes and Tobacco

### Toiletries

Mouth Wash  
Perfume  
Safety Razors, Blades  
Shaving Cream  
Tooth Paste, Powder

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# Really Profitable Salesmen

This Simple Method of Finding Net Worth of Staff Members May Bring Some Surprises

By L. E. Barnes

Sales Manager, Benedict Mfg. Co.

**The Set-up.** A medium-sized manufacturer covering the entire United States with fifteen salesmen.

**The Product.** Six distinct lines of the luxury type going to ten different kinds of outlets.

**The Problem.** To devise a simple accounting means by which the real effectiveness of each salesman may be determined.

MOST sales managers of the smaller and medium-sized manufacturing group do not have the "luxury" of a complete statistical and accounting department to aid them in determining the salient facts of the operation of their salesmen. Consequently, those sales managers who are not "figure minded," know only that Bill Jones in the Southwest is producing about so much business and Tom Smith over in New England has a very satisfactory volume and George Bigshot in Chicago is turning in a whale of a job.

During the last few years we have all come to learn that volume does not tell the story of profit. Since 1930 most of us have lost a big slice of our volume and most of our profits. The first step in reducing losses, or increasing profits is to make an analysis of the situation. Having the cold facts on paper before you is certainly the first step of many that can be taken to correct it. Without the cold facts, it is difficult to know where to begin, or how.

Here are the essential facts that we must have and they are readily obtainable.

◆ The dollar volume of shipments.  
Per cent of quota sold. (Every salesman should have a quota.)

Salary and/or commissions paid.  
Traveling expenses.

Cost of handling. This should cover all the activities of the business with the exception of salary and commissions, and traveling expenses. In this should be included all of the general administrative expenses of the business, the advertising, the cost of operating the stockroom and shipping room, depreciation other than factory depreciation, office salaries, etc. In fact, all the expenses of a business other than the manufacturing cost of labor, material, and overhead.

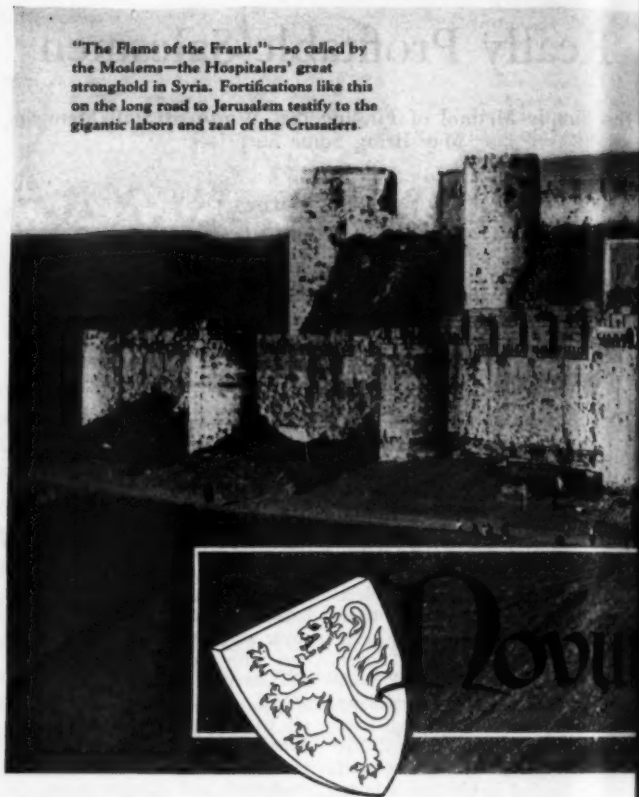
Gross profit. We must know the gross profit on the shipments of each individual salesman.

Net profit. This is a figure arrived at after deducting total salary and/or commissions, traveling expenses and cost of handling from the gross profit.

Per cent of total shipments. This figure is the per cent of total shipments that each individual salesman contributed to the whole.

Potential of territory. This is

"The Flame of the Franks"—so called by the Moslems—the Hospitalers' great stronghold in Syria. Fortifications like this on the long road to Jerusalem testify to the gigantic labors and zeal of the Crusaders.



**T**HE PURPOSE of the Crusades was the rescue of the Holy Sepulchre from the Infidel. But the power house behind this movement was an idea which made the capture of Jerusalem the personal affair of millions.

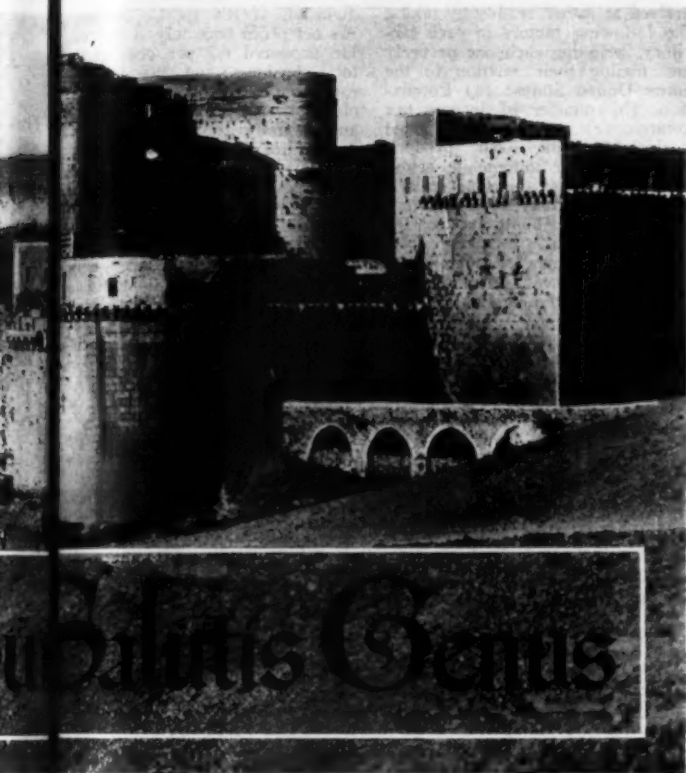
Peccaminum remissio—"forgiveness of sins"; novum salutis genus—"a new path to Heaven": These offers by Pope Urban II and Peter the Hermit drove kings and knights, peasants and paupers, on the interminable marches. Hundreds of thousands perished—but the rest reached the goal, and captured Jerusalem.

When the Church lost control of the movement—the idea of redemption gets its readjustment from the individual was sucked down into the stream of secular ambitions—it was advertising agency for the most part. But the movement bogged down in their belief that the great movement became 300 years of disaster.

NOTHING equals the power of an idea which appeals to human emotion. All great movements start with an idea—wars, revolutions, social upheavals.

Advertising which disregards the heavily penalized. Like other

J. WALT



control of the movement of a product to the  
redemption gets its readiest start and swift-  
down in operation from an idea.

is—it is advertising agencies vary in many  
logged down the most important varia-  
ter. In their belief in the necessity  
of a good idea, their diligence in dis-  
seminating it, and their persistence in  
human effort.

start with the Walter Thompson Company has  
confused the technique of the  
with ideas. It has known that an

idea is something besides brilliant exe-  
cution of copy and layouts, something  
besides skill in selecting media, some-  
thing besides adroitness in merchan-  
dising. The idea comes *first*—then all  
these desirable attributes spring from it.

This is a principle of advertising  
which has been successful for so many  
years, for so many clients, under so  
many different conditions, that it is  
not open to question. It is *truth* in ad-  
vertising—demonstrable truth.

J. WALTER THOMPSON COMPANY, Advertising

arrived at rather readily by taking the following factors in each territory, weighing each one properly and finding their relation to the entire United States: (a) Population, (b) number of income tax returns, (c) number of well-rated dealers handling your product, (d) number of automobile registrations over one thousand dollars. Other factors may be added that are considered important to the particular business involved. This may sound somewhat complicated and burdensome, but any good clerk can get these figures in two days.

We perhaps take some liberties in using the word "potential." Potential as generally recognized, means the total amount of business possible in a given territory. We use it in the sense that it represents the proportionate amount of business, in relation to the total company business, which any particular territory should produce.

With these facts before us, let us apply them to a group of salesmen:

Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8	Col. 9	Col. 10	Col. 11	Col. 12
Salesmen	Shipments	% Quota	Salary and Comm.	Traveling Expenses	Cost of handling	Total cost col. 4, 5, 6	Gross Profit	Net Profit	% of Net Profit	% of total shipments	Potential of territory
A	\$26,000	80	\$2,000	\$3,000	\$2,340	\$7,340	\$7,540	\$200	.8	6.7	9
B	26,000	122	1,900	1,800	2,340	6,040	7,800	1,960	7.5	6.7	5.5
C	39,000	100	2,800	2,100	3,500	8,400	11,700	3,300	8.4	10.1	10.5
D	22,000	108	1,800	2,000	1,980	5,780	7,050	1,270	5.8	5.8	5.5
E	21,000	110	1,700	1,700	1,890	5,290	6,720	1,430	7	5.4	5
F	54,000	125	3,500	3,100	5,700	12,300	14,600	2,300	4.3	14	10
G	21,000	98	1,600	1,200	1,700	4,500	6,720	2,220	10.5	5.5	5.5
H	46,000	101	3,400	1,000	4,100	8,500	13,800	5,300	11.5	12	12

In the chart shown here we have listed eight salesmen. (The figures are fictitious but nevertheless, typical.) They produce a varying volume of business from \$21,000 to \$54,000 over a period of several months, let us say.

Salesman A we find has a volume of \$26,000, which is 80 per cent of his quota. Not so good. His salary and/or commissions amount to \$2,000. His traveling expenses are \$3,000, and his cost of handling, which is about average, is \$2,340, making a total cost under column seven of \$7,340. His gross profit is \$7,540 giving a net profit of \$200.

Column nine is the important column. That's the one that pays

dividends if it's right. Salesman A's net profit was only .8 per cent. He produced 6.7 per cent of the total business and his territory should produce 9 per cent. Now obviously salesman A is not doing an especially good job. His volume is low, his gross profit is low, his traveling expenses high and he is not getting his potential share of the business. There's a man the sales manager has got to go to work on.

Salesman B has the same volume as salesman A, but his traveling expenses are very much less and his profit is somewhat better so he put \$1,960 in the dividend column making 7.5 per cent net on each dollar of sales. He is in a territory that should produce 5.5 per cent of the business, but he is getting 6.7 per cent. Good job Mr. B, some day you will have a more important territory.

Salesman C is what we might call a medium volume man. His orders are clean, his credits good, his returns small, so he carries an average cost of handling. He ends

up with \$3,300 in the net profit dividend column making 8.4 per cent net on his sales, and is just slightly under his potential.

Let's skip down now to Mr. F, who is none other than George Bigshot himself. Let's see what he contributes to dividends. His volume is fine. He sold 125 per cent of his quota. He wasn't overpaid in salary and commissions. He is a pretty free spender so his expenses are high. We have lots of trouble with his orders. He thinks so much of his customers that he is always willing to take anything back, make allowances and generally prove that he and the house are good fellows, so we will have to charge him a little



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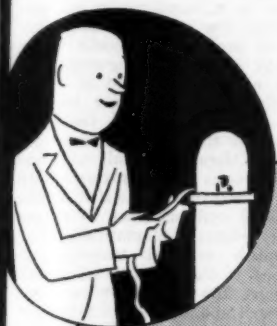
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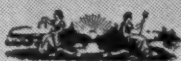
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The Sun led all New York  
Evening Newspapers in  
**FINANCIAL ADVERTISING**

in 1934 and so far this  
year . . . It does the job

**The Sun**



NEW YORK

among the people who are *buying* to-  
day, among the people of moderate  
and more-than-moderate means, num-  
erous surveys show that The Sun

goes and stays in more homes than  
any other New York weekday news-  
paper. That's why The Sun pulls.  
(Continued on Page 11, May 9)



extra on cost of handling. Being a volume man, he quotes the limit to get business. This hurts his profit, so we find despite that big volume he is only putting \$2,300 into the dividend column, making 4.3 per cent net on his sales. His brilliance as a salesman may be seen by the fact that he gets 40 per cent more than the potential of his territory, shipping 14 per cent of the total out of a potential of 10 per cent.

Now let's look over salesman G, who has a volume less than half that of salesman F. He is a careful spender and keeps his expenses down. His orders are clean, his credits are good and he has few returns, making his cost of handling somewhat under the average. He is careful to keep his profits up, so he puts \$2,220 into the dividend account, making 10.5 per cent on each dollar of sales. So we see salesman G with less than half the volume putting practically the same amount of dollars into the dividend column as salesman F.

Now let's have a look at another big volume man. Salesman H. He has a nice total volume, slightly exceeded his quota, kept his expenses well down. In fairness to salesman F it should be said that salesman H is covering a much more restricted territory. His cost of handling, is about average but

despite the fact that he is in a competitive field he is careful to protect his gross profit with the result that he puts the very satisfactory total of \$5,300 into the dividend column. Salesman H then, is a combination of good volume, low expenses, good margin of profit, which spells success in any salesman's language.

A whole book could be written on the steps that might be taken for the correction of faults disclosed by this chart and even with a sales force as small as fifteen men a sales manager can be kept pretty busy during twelve months, working with salesmen to increase their volume, diplomatically to accomplish reduced traveling expenses, to train men to sell cleanly, support the house, refuse unauthorized and unjustified allowances and requests for returns, and to insist upon adequate profit margins. Volume alone without the other factors doesn't help much of anything except the factory overhead account.

If you are one of those sales managers who do not have complete data to work on from an accounting department, let me urge you to prepare such a chart and you will find that some of your so-called weak men are better than you think and some of the big boys will not look quite so good to you.

\* \* \*

#### Business Paper Publishers to Meet

The annual spring conference of the Associated Business Papers will be held on May 4 and 5 at the Homestead, Hot Springs, Va. Sessions which will be closed will be presided over by Fritz J. Frank, president of *Iron Age*, who has submitted to members a list of suggested topics for discussion.

\* \* \*

#### Represents "Harvard Crimson"

*The Harvard Crimson*, of Harvard University, has appointed the National Advertising Service, Inc., New York, college newspaper advertising representative, as its advertising representative.

\* \* \*

#### American Houses to Ayer

American Houses, Inc., New York, manufacturer of pre-fabricated houses, has appointed N. W. Ayer & Son, Inc., as its advertising counsel.

#### Elected by Thomas Publishing

Oliver G. Hendricks has been elected vice-president and director of advertising sales of the Thomas Publishing Company, New York, publisher of the "Thomas Register of American Manufacturers," *Industrial Equipment News*, "Thomas Wholesale Grocery and Kindred Trades Register" and other publications.

\* \* \*

#### N. I. A. A. Picks Pittsburgh

The 1935 conference of the National Industrial Advertisers Association will be held in Pittsburgh on September 16. D. C. Grove, president of the Industrial Advertising Council of Pittsburgh, will be general chairman.

\* \* \*

#### Has Travel Account

Bowman-Deute-Cummings, Inc., San Francisco, has been appointed to handle the advertising in the United States and Canada of the Australian Travel Association.

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More New York City families with checking accounts are reached in their homes by The New York Times than by any other newspaper. —Polk Consumer Census.



**BEST'S** announces a new feminine fashion and New York women who follow the styles hurry to see and shop. More of Best's advertising appropriation goes to reach the style-buying audience of The New York Times than goes to any other newspaper.

## The New York Times

AVERAGE	NET	PAID	SALE
460,000	WEEKDAYS	730,000	SUNDAYS

## S. 5 Compromise Near

Printers' Ink Bureau,  
Washington, D. C.

UNLESS your correspondent sadly misinterprets certain current interesting happenings in this town, the Copeland Bill supporters and the so-called patent medicine crowd are just about ready to announce a grand compromise on pending pure food, drugs and cosmetics legislation.

The story goes that proprietary interests, having secured the passage of the Bailey amendment removing the multiple seizure clause from the Copeland Bill (S. 5), are now ready to be a little kind and charitable. They are said to have agreed to recede from their uncompromising advocacy of the Federal Trade Commission as the agency to enforce the new law. Whether this means that after all the Department of Agriculture is going to have full charge of the enforcement, does not yet appear.

But with certain restrictions it is probable that this is just about what will happen.

There have been many behind-the-scene conferences during the last few days. The opposing elements seemingly realize that each has gained so many concessions that to fight the thing through to a standstill would be a useless and rather tragic waste. Hence the more or less concerted move for a compromise—a sensible development which will be welcome, to say the least.

Your correspondent knows more about the negotiations and prospects than he is permitted to place on paper. Confidences must be kept. It is violating no propriety, however, to say that the chances are very much in favor of a concerted move in behalf of a compromise measure which will probably be known as the Copeland Bill.

### Rock Heads Dayton Papers

Lewis B. Rock has resigned as business manager of the Chicago *Daily News*, to become publisher of the Dayton, Ohio, *Herald and Journal*, which have been purchased from the Burkhams-Herrick Publishing Company by interests headed by Mr. Rock. Prior to joining the *Daily News* early in 1932, Mr. Rock served in executive posts with the Boston *American*, Pittsburgh *Post-Gazette*, Rochester *Journal* and Washington *Times-Herald*.

Dempster MacMurphy is the new business manager of the Chicago *Daily News*, moving up from the position of promotion manager. Kenneth K. Mallette, who has been purchasing agent, has been appointed assistant business manager.

### Joins Free & Sleinger

D. M. Reynolds, Jr., has joined the sales staff of the Los Angeles office of Free & Sleinger, Inc., radio station representative. He has been with the sales promotion department of the Union Oil Company of California.

### Belknap with "Country Life"

Walter K. Belknap, recently with *The Spur*, is now with *Country Life* and *American Home*, New York, as circulation and advertising promotion manager.

### Evanston "News-Index" Changes

A. H. Witzleben, Jr., has been appointed advertising director of the Evanston, Ill., *Daily News-Index*, succeeding C. A. Elliott, who has joined the Oak Park, Ill., *Oak Leaves* as advertising director. Mr. Witzleben is the former Midwest advertising manager of the Pure Oil Company and was for seven years with the advertising department of the Chicago *Tribune*.

Ralph H. Chase, formerly head of the paper and printing department of Ditto, Inc., Chicago, has joined the *News-Index* as head of the printing department.

John W. Carroll, formerly general manager of the Berlin, Wis., *Evening Journal*, and more recently with the advertising department of the Chicago *Herald and Examiner*, has joined the *News-Index* advertising staff.

### Chevrolet Advances Zorniger

F. E. Zorniger has been appointed assistant advertising manager of the Chevrolet Motor Company, Detroit. He joined Chevrolet twelve years ago and has served as zone manager and sales promotion manager.

### Appoints Ullman

The Roland G. E. Ullman Advertising Agency, Philadelphia, has been appointed to handle the advertising account of Seabasco Laboratories, Inc., of that city.

# So They Won't Okeh It!

Six Kinds of Advertising Copy Critics, and How This Workman Would Handle Them

By William E. McFee

Chief Copy Writer, The American Rolling Mill Company

YOU know advertising writers who say—or think: "Get an okeh no matter what the cost!" Others are die-hards, upholding their almost fanatical ideas to the serving of the gall and worm-wood. The first grow soft and mentally flabby all too quickly; the other scribes batter themselves against the baffle till they resemble nothing so much as a mass of pulpy jelly—in their mental mirrors.

Another parallel I like reveals young advertising writers as oaks and their elders as reeds. The violent storm passes harmlessly through the reeds, while it shatters the rigid oaks. In this sometimes serious, sometimes downright funny business of creating advertising copy, the men and women who preserve tranquillity of mind as well as their own self-respect and the admiration of their critics, are those who exercise the twin virtues of tact and tolerance.

The most effective advertising is neither a hodge-podge of everybody's pet peeves nor the concentrated thinking and writing of one man or woman. Even as a news reporter does not manufacture his own news—and hold his job—so an advertising writer does not fabricate his copy. Other people make the news of the day; the reporter merely records it.

Other people make the product and distribute it; the advertising writer only interprets the benefits of that product to his audience of ears and eyes. And sometimes he doesn't interpret these benefits correctly or adequately. This is where the advertiser's critic steps in and, if he is possessed of wisdom, discrimination and insight, he helps

the copy man improve his work.

I mentioned the exercise of *tact* and *tolerance*; but no advertising man can conceivably hope to apply these virtues unless he knows the nature of his critics—whom and what he is going up against in the way of intelligence, traits and characteristics of copy reviewers. These fall into fairly definite classifications.

**The conscientious objector**—This fellow is quite commonly encountered, and is a pretty hard nut to crack. He may have served in two wars and have absolutely no scruples about pistols, poison gas and Big Berthas; yet show him an innocent piece of copy and his conscience immediately begins to prick him—and incidentally the writer. As frequently as not, you'll find that your conscientious objector has a secret repression—or maybe it's not so secret!—that all advertising is an economic waste, all advertising writers are annoyances, and the whole kit and kaboodle of 'em ought to be scrapped. Even though he knows that the Big Boss up in the King's Parlor approves enthusiastically of advertising, his attitude is covertly much the same when the copy man applies for the necessary okeh.

"I *won't* okeh it; my conscience wouldn't permit it, you know . . ." and the tirade goes on interminably unless the writer knows how to bring the fellow back to realities.

There is only one way, or a variation of this way, to do it, as every veteran would tell you out of his broad experience in dealing with copy reviewers: "Just a moment, now, Mr. Voice-of-Conscience. . . . You and I do not



# Stratosphere Record !

March advertising lead over  
the second Los Angeles  
morning and Sunday paper—

**109%**  
**GREATER**  
Than a Year Ago

March advertising lead over  
the largest Los Angeles  
afternoon paper—

**54%**  
**GREATER**  
Than a Year Ago

## Los Angeles Times

NATIONAL REPRESENTATIVES: Williams, Lawrence & Cresmer Company,  
New York, Chicago, Detroit, San Francisco. NATIONAL COLOR REPRESENTATIVES: Associated Newspaper Color, Inc., San Francisco, New York, Chicago,  
Detroit, Cleveland, Los Angeles.

Apr. 25, 1935

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have to consider whether to advertise or not to advertise. The Board has already decided that, and it's beyond our poor powers to do anything about it. What we want to know now is whether this advertisement would appeal to the greatest number of customers and prospective customers in the most convincing, persuasive way.

"You know these people as well as, if not better, than I do. Put yourself in their places, glance at the illustration and read the words as they would, if interested, and tell me frankly whether it gets over the story and leaves you—as a buyer, mind you—wanting our product."

It may be that the advertisement has been tested before it reached Mr. Voice-of-Conscience. So much the better, then; for you can lay the evidence before him and, with little argument and waste of words, convince him that a forthright okeh is the quickest and surest way to productive advertising. He may continue to fuss and fret for a while; but it fades out and sooner or later he reaches for the pen and you have, grudgingly or not, his much-needed initials. We must not be sharp or caustic with this type; he needs to be handled with soft tongue and firm hands encased in silken gloves. He will yield, provided you know, and tactfully make apparent that you know, you are in the right.

**The carping critic**—This variety differs markedly from the Voice-of-Conscience in that he has no quarrel with advertising as a medium for stimulating the sale of goods. It is merely—but oh what a hurdle!—that he doesn't like the way advertisements are expressed. Advertisements in general, and yours specifically, since you are up against him for the moment. Good grief! if it were only a moment, you could forget it; but sometimes this cavil goes on for hours!

Cheer up, scribe—there is a way to handle this perennial fault-finder, too. Tell him to go ahead and edit all he pleases. He doesn't like this word or that phrase? All right. Let him replace it with another that he thinks will be more

appropriate. He doesn't like this logotype; or the position of the trade-mark doesn't appeal to him? You will speak to the artist about that. He doesn't think there is enough sock or punch or something in the illustration? He may be right: you will also mention these things to the artist. Anything more? No, he doesn't think so, and passes the hash—for that is what it is—back to you. You glance at him and see that he is worn out from the struggle of re-composition; and then you set to work on him while his resistance is ebbing fast.

You start with the headline and proceed right on down through the text, pointing out reasonably and rationally this discrepancy and that discordance of speech, all the while erasing those d—ed scribbles—whisper it under your breath!—and perhaps flattering him for his customary attention to details. One farewell appreciation mixed with a dubious compliment for future use, and you're done.

Credulous? I have seen these tactics succeed so many times that there is no credulity left in me. Concede the exceptions, who must be treated as exceptions and given different prescriptions of psychology, and let's move on.

**The "institutional" critic**—This reviewer of advertising copy is usually found in the executive offices, and for this reason and others he is a difficult problem at the best. His favorite philosophy has it that selling is for the sales force and advertising is essentially an instrument for blowing up balloons—the balloons in this case being the kindly virtues and attributes of the X-Y-Z Company. At one fell swoop he dismisses the advertisement that would favorably introduce his products to buyers—and thereby render the salesman's task easier—and calls loudly and vociferously for a bird's-eye view of the enormous new plant, some copy about the patented, improved machinery, and a slogan prattling something about "our lathes turn out the best."

Tread gently here, scribe, lest your toes be trampled upon. This copy critic knows what he wants,

and even though you know the medicine will not eventually be good for him, you must guide him easily back to normal thinking about advertising. One method is to take him on a buying expedition and, by tactful questioning, lead him into revealing why and how he buys things, no matter what.

His answers, if he is not absolutely prejudiced and unfair, will support your reasoning that while institutional advertising may have a small place in the scheme of things, it is not designed or fitted for the task of selling products over the counter or over the purchasing agent's desk. People may like to do business with companies they know and admire; but all the high-sounding phrases a writer can halo round an "institution" will not sell an ounce of that institution's goods if they are unneeded or unknown. *People buy to be benefited.*

**The dilettante critic**—Here is a real problem. This fellow has never had a chance to write advertising—that is, professionally—yet he has always cherished the illusion that the seeds of writing greatness are in him. He is the High Priest of Advertising; and every piece of copy you offer up to him is a sacrifice to you and an empty, hollow thing to him. Hand him the greatest work of type-written salesmanship you can call up on one of your good days, and he will straightway proceed to mangle it, lacerate it, tear it into fine shreds. There is nothing constructive in him: destruction is his middle moniker. Then, when the tiger has spent his fury, he becomes playful and regenerative. He reaches for his pad, and before you can exclaim, "By the bones of the devil!" he has perpetrated one of the neatest bits of balderdash that ever poor paper received.

What to do with this human enigma? You are bound to be nonplussed, if you have never encountered the breed before. Virtually every ad-writer has at some time or other. The consensus of opinion is that this grim destroyer should be permitted to write out his burning zeal for copy to the

last letter. The more he writes the harder it becomes, and the easier for the real writer to assert his skill, knowledge and training.

Bide your time; wait for that fatal moment when your tormentor is hopelessly, inextricably stuck. Then he will turn to you with that puzzled look in his eyes that tells you as sure as he's struggling that your time has come. If he fails you and dashes off piece after piece with carefree abandon, then there is only one recourse: let the artist design your piece and his "best" piece.

The resulting layouts will clinch the argument as perhaps nothing else could; for no artist can breathe life that moves, talks, sings and suggests into copy devoid of idea and form. If he happens to be the Big Boss and there is no court of last appeal beyond him, you are sunk if he remains adamant. There is nothing else to it then except long, arduous lessons in advertisement writing. We wish you luck!

**The technical expert**—This is the fellow who is responsible for the "factory copy" that we see occasionally. To him an advertisement is a set of specifications; and if you let him have his way he will sift dust on your copy so thick it will get into readers' noses. Ask him whether he buys tooth paste, shaving cream and coffee to specifications. Ask him whether he ever tarried to read an "ad" that shouted specifications from the housetops. And then anoint him with some such oil as this: "But say, George, there is some darned good selling copy in these specifications. I'd like to borrow them, put them into every-day language, and show you how your stuff can really sell!"

Engineers, research men and other technical experts are not as a rule difficult critics. Once you let them know you realize they are human beings, despite their ponderous scientific manner, they are yours to do with as you will. And a little deft flattery and deference to their knowledge is a magic charm, indeed.

**The easy mark**—He is prey for lazy writers. He is a bigger prob-

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less than all the rest for the conscientious writer. He glances at copy, smiles benignly, and initials the slip with an approving remark. He does this invariably and consistently unless—unless the advertising writer knows how to draw him out and get the benefit of his experience and knowledge. It can be done; it has been done. But remember, he'll never criticize of his own volition. He'll never tell you how you can clarify a statement or bolster a fact. It simply isn't in his make-up. He is a tacit critic and a good-natured approver. And his kind is multiplied more times than you surmise over advertising's acres. Before everything The Easy Mark requires patient, personal cultivation. Psychology helps here as it does in all other relations between advertisers and advertising men.

There are other varieties of critics, to be sure; yet these are the ones most frequently encountered. An experienced salesman knows how to handle all kinds of

buyers—and their kinds are legion. He applies definite principles of psychology—human understanding—that, whether or not he realizes they originated with Freud, Adler or Watson, work for him continually. Any advertising writer deserving of the name knows these common-sense principles and applies them discriminately wherever he lays his product down.

"The fault, dear Brutus, is not in our stars, but in ourselves, that we are underlings."

Many otherwise brilliant advertising writers are anything but adept in their relations with the men who buy their wares. Eventually they become soured, embittered of advertising, and, as human nature is wont, blame the craft for their unhappiness. The remedy, if it does not come too late, lies in themselves—in their cultivation of human understanding and their playing of it as a lambent flame upon the gold and the dross of men's motives and emotions.



### "Globe-Democrat" Advances Conduct and Gamble

Wilson W. Condict has been appointed national advertising manager of the St. Louis *Globe-Democrat* and J. Carr Gamble has been appointed assistant national advertising manager. George R. Baker has retired because of ill health.

Mr. Condict, since 1923, has been manager of the automotive advertising department, which has now been combined with the national advertising department. Mr. Gamble has been manager of the gravure advertising department since its establishment in 1919.

Mr. Baker had served as national advertising manager since 1927, having previously been advertising manager of the *Weekly Globe-Democrat*, formerly published as a farmers' newspaper.

\* \* \*

### To Publish Business Paper

*Western Home Equipment Dealer* will start publication with a June issue. It will be published by Consolidated Western Magazines Company, 837 S. Flower Street, Los Angeles.

\* \* \*

### Joins Toledo "News-Bee"

Harry Aldrich, for several years assistant advertising manager of the *Toledo Blade*, has joined the staff of the *Toledo News-Bee*.

### O. D. Keep Heads New Publishing Firm

The Greylock Corporation, 342 Madison Avenue, New York, is a new publishing business. Its first publication is "Fact," a weekly compilation of factual items appearing in publications the world over. It is edited primarily for people in educational, journalistic, financial and political fields.

O. D. Keep, of the staff of Time, Inc., is publisher, also chief stockholder in the new company.

Directors include Gerhard Hirschfeld, editor of "Fact" and its founder; Roger A. Barton, of Daniel Starch & Staff; C. T. S. Keep, president of Previews, Inc.; Henry S. Prescott, president of The Ace Color Corporation; Coudert Nast, attorney, and Archbold Van Beuren, of Scudder, Stevens & Clark.

\* \* \*

### Howell with Brother Agency

Joseph Howell, for five years with the Campbell-Ewald Company and recently with the sales promotion department of Oldsmobile, has joined D. P. Brother & Company, Detroit advertising agency.

\* \* \*

### To Represent WDRC

Station WDRC, Hartford, Conn., has appointed Free, Johns & Field, Inc., as its representative, effective May 1.

## Esso Moves West

THE Standard Oil Company of New Jersey has broken into the St. Louis market and is competing directly with the Standard Oil Company of Indiana. Advertising is being run in St. Louis newspapers to create good-will and acceptance for three new service stations recently opened there by the New Jersey company.

A striking feature of the advertising is the assertion in large type that the petroleum products offered in the three stations are "not connected with the Standard Oil Company of Indiana" and that the Indiana company "has no connection with Esso stations."

It would not be at all surprising if this rather sensational move in-

dicates an eventual attempt by the New Jersey company to enter the main markets all over the country. It is said to have come in retaliation for a move made by the Indiana company in distributing petroleum products through affiliates on the Atlantic Coast in the marketing territory of the New Jersey company and other Standard Oil organizations.

In other words, the idea seems to be that if the Indiana company can move East, Esso can move West.

The extension of competition between these two prominent Standard Oil units is expected to result in a considerable increase in newspaper advertising linage.

## Big Schlitz Program

DRAMATIZATION of the modern significance of its long-established slogan, "The Beer That Made Milwaukee Famous," to today's consumers will be a major keynote of the intensive new advertising program of the Schlitz Brewing Company this season.

Full-color magazine advertisements will tell, in institutional style, the historical import of the slogan's message and show its present-day bearing on the quality and flavor of the Schlitz brew.

The first step in the new campaign begins April 25 with poster

advertisements, the start of a five-month schedule of postings in approximately 200 markets, according to Ray Weber, advertising manager. In the early stages these posters will feature the vitamin content of Schlitz beer.

Newspaper advertising in 220 newspapers gets under way the first part of May, with an increase in space over last year.

The slogan messages in magazines are scheduled to start the first part of June.

Spot radio broadcasts will be used in about twenty markets.

### Alpha Delta Sigma Elects

Paul A. Smith, president of the Sparrow Advertising Agency, Birmingham, Ala., has been elected president of Alpha Delta Sigma, national advertising fraternity, for the year 1935. He succeeds Bruce Barton, of Batten, Barton, Durstine & Osborn, Inc.

Vice-presidents elected were: Professor George Burton Hotchkiss, New York University; Everett A. Tapscott, advertising manager, Indianapolis Times; Ralph Dorsett, advertising manager S. Ferris Sons, Austin, Tex., department store; Carl A. Bundy, Bundy Quill & Press, Los Angeles.

Arthur Hallam, Rex Theater, Evansville, Wis., was elected secretary-treasurer.

### Continues Milk Advertising

New York's advertising campaign to increase milk consumption will be continued for another year. Governor Lehman last week signed a bill which provides an appropriation of \$400,000 for this purpose.

The State will advance the funds. It will be reimbursed by a tax of one cent per 100 pounds of milk, contributed jointly by producer and dealer. Advertising will be supervised by the Department of Agriculture and Markets, which directed last year's campaign.

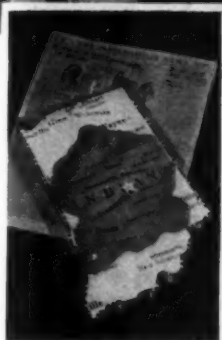
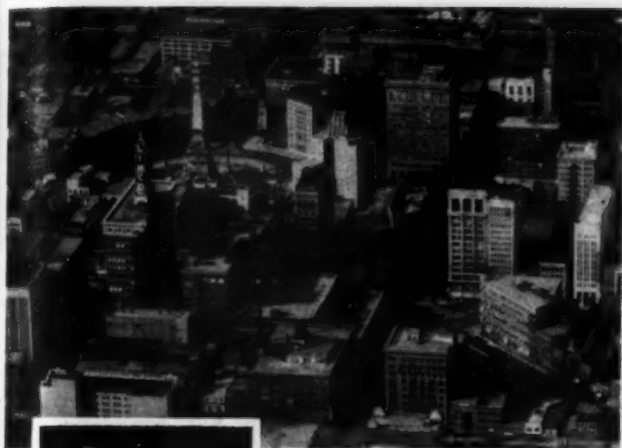
All advertising agencies who have made application will have an opportunity to present their ideas and programs for the consideration of the Technical Advisory Board.

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## INDIANAPOLIS —gateway to a profitable market

Consumers of the Indianapolis Radius are singularly like-minded in their buying preferences. This is largely due to the dominant in-

fluence and easy accessibility of Indianapolis, the action-center of this inviting market.

It is also a reflection of the confidence 145,000 Hoosier families place in The Indianapolis News. As Indianapolis is the gateway to the Indianapolis Radius, so The News is the demonstrated avenue of approach to its purchasing power. Advertisers profit by this fact and concentrate their advertising in this newspaper.

# The Indianapolis News

**SELLS THE INDIANAPOLIS RADIUS**

New York: Dan A. Carroll, 110 E. 42nd St.

Chicago: J. E. Lutz, 180 N. Mich. Ave.

# Tell it to Sweeney...

*—today's best customer!*



MR. Helvetius Montgomery gets the 8:56 regularly these days.

Now Mr. Montgomery's commuting schedule is hardly news—but is very significant. Because Mr. Montgomery once required a chauffeur and valet to get him to the office by 11:00.

Mr. Montgomery is also the man who had the idea that he could make more money out of other firms' securities than out of his own firm's profits; but later changed his mind. In 1928 he traded a fat business for a share in a lean merger, and became Chairman of the Board. He is just the President of a lean business now.

Mr. Montgomery used to live pretty pretentiously, with two or three houses, several cars, foreign travel, speed boats and debutante daughters. He had and spent easy money. The Mont-

gomerys are the folks you once tried hard to sell and planned your advertising for—on the theory that big orders from big customers were worth more than little orders from a lot of customers.

The Montgomerys are shrunken in number and stature these days. With lessened incomes and swollen taxes they have become painfully cautious spenders. And the 1929 idea of sales to big customers is clearly out on both points!

The best any business can expect today is a moderate profit on a large volume of small sales to a large group of customers. All markets now ab-

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markets. All advertising must be designed to reach the largest number of possible prospects at the lowest possible cost. And media must be picked on their cash register content rather than their rating in top incomes.

IN 1922, this newspaper, young and brash, suggested to advertisers that they Tell It to Sweeney. In 1935, with much more assurance, we reiterate the suggestion.

Sweeney is your economic average American. He still has a job; not quite as good a job as he once had, perhaps, but as good as yours—but a job. He still thinks this the best country in the world, and will fight for it. He will get married, brings up children, buys baby carriages and new cars, wears out clothes and tires, has orange juice for breakfast, smokes cigarettes and goes to the movies, follows the sports pages, puts money in the bank, takes out life insurance, pays rent and taxes. He thinks the future is going to be even better than the pre-1930 world. He still reads interesting advertisements, and believes credible advertising. He is a Going Concern—and the chief concern of any business that is still going!

In New York City there are some 100,000 of these Sweeney families, with incomes ranging from \$6,000 a year to \$20,000. They have the highest average

income of any large group of families in the world. They lead all Americans in per capita expenditures. The fact that the 1933 Census of Distribution gave New York a higher percentage of the nation's employment and payrolls than it had in 1929—makes their status clear.

Moreover, these New York Sweeneys live close together. Selling to them takes less shoe leather, shipping, sales expense. And advertising to them costs less because most of them can be reached through one medium—The News.

With over 1,625,000 net paid circulation daily and over 2,500,000 Sunday, The News goes to more than two-thirds of New York City families; and to more suburban families than any other medium. It covers more kinds of families than any other—high income as well as the majority middle class. And it costs about half as much as the average newspaper—per sale, per prospect, per milline.

The News has gained in circulation every year; gained in advertising every year except 1932! It carries more advertising today than it did in 1929; leads in total display linage, in retail linage, and in advertisers' expenditure!

New York and The News represent your best opportunity to better your business this year! Are you spending enough in The News in 1935?

**THE NEWS**  
NEW YORK'S  **PICTURE NEWSPAPER**

now at Tribune Tower, Chicago; Kohl Bldg., San Francisco; 220 E. 42ND ST., NEW YORK

# Carriers Sell Cool Air

THE emotional appeal of air conditioned "land cruises" has been adopted as the major theme with which the Western railroads,

April 21 in twenty-five key Eastern cities.

"Romance Returns to the Railroads" is the headline of the initial advertisement presenting the news that the twenty-six participating roads are pioneering in the offer of the advantages of cool and quiet travel on all their principal trains. Subsequent advertisements carry on with such headings as "Mark Twain Was Wrong" (refuting the famous humorist's statement that nobody ever does anything about the weather); "Clean as an April Shower"; "As Quiet as the Dawn"; "Men Can Wear White Linens Now."

In cities west of Chicago, first insertions appeared April 15. Here the emphasis is somewhat different, since the carriers' primary job in their own territory is more to win back lost traffic than to create new passenger travel, although the latter of course is also a large factor. In all, 323 newspapers in 243 cities from Chicago West will be used in this phase of the program.

Final plans for the eight-week campaign call also, according to Harry G. Taylor, chairman of the Western Association of Railway Executives, for advertisements in four national weeklies and an advertising schedule in five business publications.



in their \$450,000 co-operative advertising campaign, will bid for increased summer travel in the West. Economy of travel by train in that territory, where the basic rates have been reduced and the sleeping car surcharges removed, will receive secondary emphasis in newspaper advertising, which opened

## Heinn Promotes Hascall

H. W. Hascall, connected with the Chicago branch office for seven years, has been appointed sales promotion manager of The Heinn Company, Milwaukee, loose leaf devices. His duties include responsibility for advertising. Mr. Hascall succeeds O. C. Dahlman, who recently became advertising manager of the export division, Studebaker Corporation, South Bend, Ind.

...

## "Spur" Advances Townsend

Earle L. Townsend is now Eastern advertising manager of *The Spur*, New York. He was for ten years a member of the sales staff of *The Spur*, later being with *The Sportsman, Home & Field* and *Golf Illustrated*. In 1932 he returned to *The Spur*.

## Camp Succeeds McPherson

Harry Camp, recently on the staff of Station WHK and prior to that with the *Cleveland News*, has joined the national advertising department of the *Cleveland Press*. He will be in charge of food advertising for the *Press*, replacing Leo A. McPherson who has been promoted to assistant general advertising manager. Mr. McPherson has been in charge of food advertising for the *Press* for nine years.

...

## "Saga" Adds to Personnel

Forrest A. Lord has been appointed managing director of *Saga*, New York. He was editor and publisher of the *Florida Farmer* and the *Jacksonville American* and was associated with George M. Slocum, now publisher of the *Automotive Daily News*.

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# Agency Cost Accounting Plan

This Workable System Shows How Much Is Made (or Lost) on Each Client's Business

By Stanwood A. Morrill

President, Sun Advertising Company

WHEN I started the Sun Advertising Company I knew very little about the advertising business. My experience had been entirely in sales. And in sales work, I had found it very important to know what it cost to do business. So I began looking around for some workable system of cost accounting that could be applied to advertising agencies.

Apparently nobody had worked one out. At least none of the firms of accountants that we worked with knew of any. So we developed one of our own. When this was done, it seemed a perfectly usual thing to do. Arguments which set forth the theory that an agency cannot use a cost system, therefore amuse me. I know it can. I know an agency can know at any time just what it is making (or losing) on each account in its office. I feel sure that this knowledge is the main reason for our having conducted our operations profitably during depression years.

Our accountant, William L. Whitcomb, is, more than anyone else, responsible for the development and success of this system, and he will explain it in some detail below. But before turning the story over to him, I want to lay stress on one feature of our operation which, while common to many agency accounting systems, is seldom really useful in the accurate determination of costs. This is the daily report of time required from every member of our personnel.

I believe that I am not wrong in stating that the average agency employee, when required to fill out a time sheet, does one of two

things. Either he pads in order to give the impression that he is doing a lot of work, or else he forgets and just makes a fair approximation of what he thinks his time spent has been. In order to get time sheets which really do a job, the individuals in the agency must be impressed with the fact that these reports have absolutely no disciplinary meaning. They must also be forced to turn in these reports each day—before they have time to forget how much time was allocated to each account.

## No Censure for Amount of Work

In our agency, I make it perfectly clear to each employee that he will not be censured for reporting too little work. If there is too little, I regard it as my fault—not his. Since the bookkeeping department keeps all time records up to date each day, there is no chance of forgetfulness ruining the effectiveness of this backbone of our cost system.

Let Mr. Whitcomb give further details:

Using, as the principal source of information for this analysis, the reports of individuals or departments showing the actual time spent on behalf of each account or client throughout a month or given period, we are able to determine, in addition to other valuable information, whether or not any particular account is a profitable account.

The method of obtaining these reports may be suited to the convenience or policy of the agency as the only information necessary for this analysis can be taken from a recapitulation of the reports for



the period involved. If departmental reports are made, additional statistics can be compiled from a separate analysis of that report. Under the particular system we are discussing, the time spent by persons doing clerical, stenographic or service duties is included in the recap at 100 per cent, assuming that a definite breakdown would be too involved and that most duties, that of telephone operating for example, require constant attention.

After determining the total number of hours spent on each account by all individuals or departments, with the exception of clerical, stenographic or general office, the time spent by these individuals or departments is distributed in direct proportion to the total of hours spent on each account by all others. This gives the grand total of the time devoted to each and all accounts.

The time spent in soliciting new business or on special projects not directly connected with the affairs of any client is treated in the same manner as time spent on behalf of a client. The cost of this time becomes an important factor in the final analysis of our costs.

#### Figuring the Costs of the Time

We now have a complete record of the time directly allocated to the various accounts. Our next step is to figure the costs of this time. Here again data may be taken direct from a departmental report. But if individual reports are made the hourly rate of each person making a report is determined and in turn the value of the time he has spent on each account. The cost of a general office hour is also established and the value of the time as it was previously distributed.

Here we have the cost or value of all time directly distributed to each account. To these totals are added the various other expenses such as service costs, travel expense and telephone and telegraph which can be directly allocated to a certain client. Similar expense incurred in soliciting new business is added to the total time cost of

that account. This gives the total direct cost of each account or project. From this point the cost of new business is not involved until the final point where the results of this analysis tie in with the profit-and-loss figures of the agency.

After the overhead percentage has been found and the amounts added to the total direct expense totals for each account we find the total cost of each account. By deducting these totals from the amount of income from each client we learn how profitable each account has been for the stated period. Year-to-date totals may also be carried to indicate the trend of the account. They are helpful too, for comparison with the agency profit figure.

#### Totals Concerning Former or Inactive Accounts

Totals concerning former or inactive accounts should be incorporated in the final totals to effect an accurate reconciliation with the agency profit-and-loss sheet. The cost of new business is carried into the final calculation and by including sums representing miscellaneous income, such as interest from investments or deductions not directly involved in the formal analysis, the resulting figure should compare very closely with the figures shown on the agency profit-and-loss sheet. Slight variations may result from the impracticability of extending an uneven overhead percentage figure more than two points.

Many separate records of the accounts of each client may be taken from this analysis. Such information as total time, total cost of time, total direct expense, overhead expense, income and profit-and-loss figures may be compiled to show the complete case history of any single account. The percentage of overhead carried by each client may also be found as well as the percentage of the total profit of the agency. The percentage of the total productive time and the total unproductive time can be determined. Quick comparison of ratios between overhead expense and profit can be made. A check

can be made of the actual campaign to estimate derived.

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can be made of the expense of special campaigns at any time in order to estimate the possible profit to be derived.

Many additional features can be

incorporated in the system which may furnish the agency executive with useful and valuable information to guide him toward a more efficient and profitable business.

## New Contest Suggestion

NEW HAVEN, CONN.

Editor of PRINTERS' INK:

Radio and amateur contests seem to be sweeping the country and a number of talented young men and women are cashing in on valuable prizes and some are obtaining positions at their chosen professions. These contests are great things and I give the sponsors all the credit due them for helping these youngsters along to fame and fortune (for some of them).

But what of the poor unfortunate advertising students? Why not some sort of contest to help them display talent and obtain positions?

Being one of the hardest business professions to break into, it would be a very noble thing if some advertising agency with the help of

its clients would sponsor such a contest whereby they could give prizes for the best copy and layout suggestions for a certain product. All these layouts and copy would automatically become the product of said agency. They would no doubt obtain a quantity of fine material that could later be used in their own production.

In this way, many young men and women who are now at a loss to obtain a position because of a lack of necessary practical experience would have some valuable material and samples with which to help them.

Why not suggest this in PRINTERS' INK? Someone might second the motion!

CLIFFORD B. CHAPMAN.

### Lord & Thomas Add to Staff

N. Bruce Ashby, for more than six years sales and advertising manager with General Foods in charge of Post Toasties, Post Bran Flakes, Post Whole Bran and Grape-Nut Flakes, has joined Lord & Thomas, New York, as account executive. Previously, Mr. Ashby was for six years with the J. Walter Thompson Company, two years as manager of certain of its European offices.

Edward H. Pearson and S. Ward Seeley have joined Lord & Thomas, New York, as writers. Mr. Pearson was with Lord & Thomas in Chicago but more recently has been in New York with Lambert & Feasley and McCann-Erickson, Inc. Mr. Seeley was with N. W. Ayer & Son, Inc., Philadelphia, for more than eleven years.

### Beer Linage Up in 1934

An increase in beer, ale and other brewery product advertising for 1934 is reported in a compilation which is carried in the April issue of *Brewery Age*. Newspaper lineage for 1934, in a survey of cities with populations of 100,000 and over, totaled approximately 8,250,000 lines as against less than 8,000,000 lines used in 1933.

Pabst, with 791,000 lines, was accorded leading place among about 120 brands listed. Budweiser is second with 446,000 lines; Schlitz, third, with 308,000 lines; Blatz, 273,000 and Coors, 211,000.

For 1934 a total of 19,000,000 lines is reported for liquor advertising, in the markets surveyed. The volume credited to wines is 750,000 lines.

### "Steel" Advances Henry

John Henry has been appointed advertising manager of *Steel*, Cleveland. He has been sales promotion manager. J. W. Howe has joined the New York sales staff. His former connections include Austin F. Bement, Inc., Haag Bros. Company and McGraw-Hill.

### Charles B. Castle Promoted

Charles B. Castle has been appointed assistant general sales manager of the National Sugar Refining Company, New York. Mr. Castle, formerly Western sales manager, will be succeeded in that position by Rosewell Truman and Louis Derryberry.

# War? Or Shadow-Boxing?

Radio Tube Price Battle Discloses an Unusual Alignment; but Only Winner Thus Far Is Consumer

**T**HERE'S a price war in progress in which, in the unanimous opinion of on-the-ground-but-impartial observers, price really is no issue at all.

After a year of fighting, manufacturers of radio tubes are still at grips; and the only visible gainer thus far has been the public—which doesn't care much about radio tube prices, one way or the other.

The current stage of warfare reveals an unusual merchandising situation in that the "independents"—the little fellows who generally are accused of inciting the giants to battle by shying stones at them—really seem to be trying to restore peace.

Most conspicuous among the combatants are Philco and RCA; and each accuses the other of having started the shooting.

On the first of the month, RCA rescinded its consignment contracts. In display advertising addressed to the trade, RCA explained:

"Stabilized price marketing very evidently went contrary to 'human nature' in the radio business and during a severe depression, sales effort by agents decreased. Many of our wholesale agents, finding their sales effort limited to stimulating the activity of their served dealers only, took on other brands to be sold at greater discounts to Radiotron agents served by competitive jobbers.

"As this cross-fire spread, dealer-agent volume decreased. Radiotron consigned stocks were looked on as a convenience and not as an obligation and an opportunity. This was a short-sighted policy, but was sound 'human nature' in the present state of the radio business."

Up RCA's sleeve, meanwhile, has been a metal tube, destined to go into General-Electric receiving sets, new models of which are to come

out of Bridgeport during the fall.

And any friendship that may have remained between RCA and Philco underwent a fracturing strain when Philco, on the heels of the metal tube announcement, took a page in the *New York Times* to warn the public against metal tube "disadvantages."

Thus far, however, the metal tube issue provides a private, or sideline, war between these two companies.

The broader front involves all the producers. Deploping what it calls "turmoil," *Radio Retailing* estimates that the average reduction on the more active brands is 15 per cent.

## Battle Carries Over into Business Papers

The fighting is reflected, and from many angles, in trade-paper advertising.

While RCA takes space to explain "why consignment failed," Arcturus pleads for "sanity" and reiterates that Arcturus tubes are "built for performance and worthy of a quality price"—

Tung-Sol, calling current competition "panicky," announces that it "will continue to maintain its retail partners in a position resourcefully to meet competition"—

Raytheon, pointing out that tubes are service items and not shelf or counter goods, sticks to its 4-Pillar story, addressing it to "reputable dealers and service men" and—

Sylvania quotes a service man who is ardently committed to the philosophy that "it pays to sell quality products at full list prices."

Observers' opinions of net results:

1. RCA's strategy has not improved the corporation's position.
2. On the whole, tube volume has not gone up, and dealers are not making more profit.



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**FOUR ROSES**

A grand flavor protected in a great way!

LOOK AHEAD  
WHEN YOU BUY A CA

• WHEN THE DAWN IS ON THE BLUE GRASS, THE COURIER-JOURNAL IS FAVORITE AT THE BREAKFAST TABLES IN KENTUCKY • the Whiskey State.

Frankfort Distilleries pay-rolls help to keep Kentucky the nation's "Bright Spot Market" for volume sale of nationally advertised merchandise. And **FOUR ROSES WISKEY** • an outstanding American Favorite • is sold to Kentuckians through the two newspapers which dominate Kentucky reader interest.



• AND THE DAILY LOUISVILLE TIMES COMPLETES THE COVERAGE AT SUN-DOWN

• In Kentucky—from the Ohio River to the East Kentucky Mountain Border, the neatly painted, rolled metal boxes marked "Courier-Journal" and "Louisville Times" tell the story of the mass coverage always preferred by advertisers.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY  
**THE COURIER-JOURNAL • LOUISVILLE TIMES**  
Give You Coverage Without Competition From Dawn to Dusk

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**• POPULAR FALLACIES**


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# "A Good Product

**E**LECTRICITY is a good product and people want it. To make it more widely available is one of the tenets of the New Deal. Yet to induce the public to use electricity increasingly, this industry has found it necessary to spend \$120,000,000 during the past 12 years in national magazine advertising alone, not to mention its expenditures in newspapers, radio, booklets, house organs, envelope inserts, displays.

As a result, the number of domestic electric customers has increased 117% since 1921. The average use of kilowatt hours per customer has increased 77%,

while the average cost per kilowatt hour was decreasing 37% in that same period.

Once people have electricity in their homes, it would certainly seem that they should make use of it, but it took \$11,000,000 worth of magazine advertising (since 1921) to secure an 86% increase in the use of lamp bulbs... and surveys show that the average home is not yet well-lighted. However, as a result of this increased market, the cost of bulbs came down 58% during that period.

Thus, it is evident that even in the case of the most desirable of commodities, pressure is necessary to force the sale beyond a certain "gravity market" and to obtain the volume necessary for lowered prices. The most efficient method yet devised for applying this pressure is advertising.



# NATION'S

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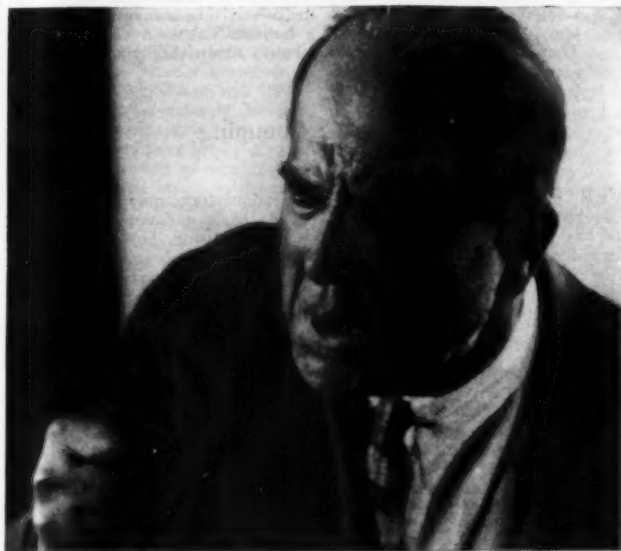
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## OF ADVERTISING No. 11 •

## Sells Itself"



AS an advertising man you resent unfair attacks upon the integrity of your profession. You appreciate a defense like this spread before 260,000 fellow business men, your clients. Every business suffers likewise from fallacious thinking—

coal, ice, banks, railroads, wholesalers. They likewise esteem a stout defender. For 20 years NATION'S BUSINESS has fought popular fallacies of every business. That is one reason why it holds the loyalty of its readers.

# NATION'S BUSINESS

CIRCULATION



THE UNITED STATES CHAMBER OF COMMERCE

This is one of a series of thirteen advertisements, now available in brochure form. Address, Nation's Business, Washington, D. C.

# Chains and Their Three-Way Advertising Job

For many years chain stores suffered from their peculiar conception of advertising. Gradually, however, they began to realize that a good retail outlet has a great deal to sell besides prices. The author of this article, whose background of experience includes service with both R. H. Macy & Co., New York, and L. Bamberger & Company of Newark, is now the advertising manager of one of the Eastern units of a nationally known chain. Therefore, his discussion of the chain's advertising triangle is written from the inside.

By James C. Cumming

EVER since Euclid first discovered it—or did he?—the triangle has stood for strength and permanence.

How does this apply to chain stores? Simply in this way: all the larger chains today have a threefold job to do in building public opinion. First, they must meet local competition with day-to-day, price-appeal advertising. Second, they must build acceptance for their own private brands through advertising that places them on a par with the brands of the national manufacturers. Third, they must build acceptance for the institution behind the merchandise, through carefully prepared institutional advertising.

Until a chain divides its advertising into these three phases and executes each of them intelligently and forcefully, it is doing only part of the job of opinion moulding—and business getting!

Most chain stores today confine their advertising efforts to the first phase. They meet local competition with locally prepared advertising. Usually it is produced by a local advertising manager who reports to the manager of the group or unit. It is merchandised by the manager or by his merchandising assistants. In small chains it is produced by the manager himself.

Headquarters may dictate the broad, basic policies behind this local advertising, but can have no other hand in it beyond controlling the quality of the artwork through the production of a good mat service.

In general merchandise chains, the less advertising control headquarters exerts on the day-to-day advertising, the better. It must be kept flexible so local competition may be met on an equal footing. Its merchandising must be in the hands of the men in charge of the merchandising of the store or group, and its cost must be under the control of the man who is responsible for unit profits.

However, a centrally prepared mat service is highly important. Through it the quality of the artwork used throughout the chain can be greatly improved, and thousands of dollars in art and engraving expense can be saved.

The chain's mat service illustrates its own merchandise with accuracy in every detail. The customer soon recognizes the difference between the advertising of the chain and the advertising of the independent store that uses a general mat service. When she responds to the chain's advertising she finds that the merchandise she wants is exactly as illustrated.

Apr. 25, 1934

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In most chains today, whatever opinion the community may form of each store is based on its day-to-day advertising. It tells the news of the store. It carries whatever advertising is done on private brands. And it sometimes even tells the public something of the aims and policies of the company that operates the store.

The introduction of the other two phases of the advertising triangle should not affect this first phase any more than the national advertising of a manufacturer affects a department-store's advertising of the manufacturer's merchandise. The private brand and institutional advertising will help the day-to-day advertising by increasing its acceptance.

Whatever may have been the fate of the private brand in competition with the national brand in department stores, it certainly is the backbone of a chain-store's business. It gives the greatest gross profit. It brings repeat business. It is pushed by the chain's selling force. It should get a large proportion of the promotional effort.

In spite of this, public acceptance of private brands is still far from general. Many people prefer paying \$69.50 for a Philco to paying \$59.50 for the private-brand radio sold by a national chain. They buy Frigidaires and Ivory Soap and Pepsodent and Maxwell House coffee in spite of the saving they could pocket by buying similar articles labeled with the private brands of the chains.

The reason for the consumer preference for nationally branded and advertised products lies in the opinion-building job that has been done by national advertising. Let a chain put a similar force behind its private brands and watch their acceptance—and their sales—grow!

Most chains leave private-brand promotion entirely to their local districts or stores. The local advertising office prepares the private-brand advertising and runs it on its

own schedule, separately or in omnibus advertising, just as it chooses.

Not long ago a check was made to see how this method operated in one district of a general merchandise chain distributing a large volume of paint. When the results of the survey had been analyzed and set down in graphic form, it was clear that the advertising on paint bore no relationship to the paint sales. In the spring, when the paint sales curve reached its peak, the advertising volume was slightly above the January level. Most of the advertising money was spent in July and August, when paint sales were dropping. The district did not have the facilities for preparing an accurate sales analysis and long-range advertising plan, and the results showed it.

Other chains recognize the advantage of a uniform, national advertising appeal for their private brands, and go to the expense of preparing campaigns at headquarters. These are sent to the local advertising offices in copy-and-lay-out or complete mat form.

If the district manager or advertising manager likes a given campaign, he will start to use it. If the advertising budget gets cramped, or if somebody tires of




She's been coming to office headquarters for 75 years.

"This program" may get downgraded for four years, or it may have public funds withdrawn from it. A & P's Axiom says, "We're not that people are here buying, drinking and shopping. A & P Coffee will make A & P the world's largest Coffee merchant."



They're also more sensitive than the general public to sales trends," says a spokesman for the American Petroleum Institute (API), an industry group. "The A.P.I. Conference is a very important event for the A.P.I. Conference, which means we're going to have a lot of people in the audience and a lot of people in the audience of the conference."

## A leading grocery chain advertises its private brands

**A&P FOOD STORES** 

the campaign when its work is half done, the series stops. De-centralized chains using this method have found that a small percentage of their units are willing to do any constructive campaign planning.

Campaigns on private brands *should* be prepared centrally. Perhaps a good agency should be selected to do the job—several agencies, if the chain is big enough. The execution of each campaign must be based on tested methods of long-range business building. The frequency of the campaign must be determined for each district, and the advertisements must be prepared in sufficient sizes so that the needs of every store in the chain are taken care of.

Then the insertion of the campaign in accordance with the plan must be guaranteed. The best assurance of the carrying out of the plan is financial co-operation between the local district office and the parent organization.

Headquarters should say to the district managers, store managers and advertising managers, "Here is a campaign on coffee, or overalls, or electric refrigerators that has been carefully prepared to bring you more business. Its schedule conforms with the business peaks and valleys of the industry nationally, adjusted to conditions in your store. We want you to run this series as it is, without changes, according to the schedule. If any mistakes are made, let them be ours and not yours. If you will agree to this, we will rebate to you 50 per cent of the cost of each advertisement."

#### Control—Right to the Point of Sale

When a manufacturer promotes one of his brands, he releases a carefully prepared advertising program, prepares counter displays, window displays and other "dealer helps," and *hopes* the dealer will co-operate in the selling of his merchandise.

When a chain promotes its own brands, it can control the selling effort behind them right to the point of sale. Add good window displays, counter displays and a

careful program of sales-clerk education to a well-rounded advertising campaign, and you have an unbeatable formula for promoting a chain's private brands.

I wonder whether there is a phrase in the language that makes chain-store executives see quite so red as "institutional advertising." Mention it and they throw up their hands in horror. "Waste of money." "We tried it once and didn't get any results." "What we want is advertising that produces immediate business."

But when we go into the matter thoroughly, we find that what these men are thinking of isn't really institutional advertising. It's fluff!

Anybody can talk vaguely about style and value. But it takes the chain that is doing a real merchandising job to tell a specific—and consequently convincing—story of *why* its merchandise is better and its prices lower.

#### Institutional Copy Must Be More Than Atmosphere

To be good, institutional advertising must express something more than atmosphere and hot air. It must be as specific as is the chain's day-to-day advertising in its descriptions of the merchandise it expects to sell tomorrow. The difference is that it must talk about the company behind the store units—its policies, its size, its scope, its fashion rightness—while the day-to-day advertising talks about the merchandise the company sells.

Good examples of institutional advertising by chains are few and far between. Such a campaign that was outstanding was, however, produced by the Great Atlantic & Pacific Tea Company in 1932. It made its appearance in the *Journal of the American Bankers Association*, and its entire theme was fitted to that medium.

Under headlines such as "We Declare Extra Dividends Every Week," "We've Never Seen a Cracker Barrel in a Bank," and "We've Actually Proved That Bankers Are Human Beings," a readable story was told of specific company policies and of efficiency in food distribution.

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#### Item Advertising

Men's suit  
Men's shirt  
Men's shoes  
Men's hats  
Boys' suits  
Dinettes  
\$23.85  
Rugs, \$35  
Radios, \$

#### Total direct

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A campaign that could easily have been adapted to chain-store use was published recently by the Graybar Electric Company. "Sixty thousand items," said the agency that prepared it, "so we advertise the name behind them. By giving the Graybar name real meaning in the scheme of distribution, all Graybar products are lifted in public esteem."

Institutional advertising, if you will, but hard-hitting selling none the less.

The best way to be convinced of the common sense of institutional advertising is to study the results of the day-to-day advertising of any store, chain or independent.

I have before me an advertisement published a few weeks ago by a large unit of a general merchandise chain. The following list shows the direct results:

Item Advertised	Number Sold Next Day	Results in Dollars
Men's suits, \$15 .	13	\$175.00
Men's shirts, 98¢.	102	99.96
Men's shoes, \$2.98	22	65.56
Men's hats, \$2.55.	10	25.50
Boys' suits, \$8.95	6	53.70
Dinette suites, \$23.85 .....	12	286.20
Rugs, \$39.50 ....	4	158.00
Radios, \$39.95 ...	2	79.90
<b>Total direct response</b>		<b>\$943.82</b>

And yet the total business of that unit on the day following the publication of this advertisement was \$12,000! *Direct* response to the advertisement accounted for less than 10 per cent of the total business. Where did the other 90 per cent come from? It was largely the *indirect* response to the advertising, not only the advertising of the previous day, but of previous days and weeks and years.

Similar results will be discovered if we look into the response to almost any retail advertising published. Even the advertisements that are considered quite exceptional seldom produce more than 10 per cent to 15 per cent of the store's total volume.

This puts all the advertising into the institutional class. Then why

not go one step farther and set aside a definite portion of the advertising budget of the entire chain—say 20 per cent—to pay for advertising that will be aimed directly at the 80 per cent to 90 per cent of the business?

Further, institutional advertising that forcefully instils a knowledge of the policies of the company builds a background of acceptance that helps the pulling-power of the day-to-day advertising. It will help to build the morale of the chain's own personnel by increasing their pride in the company, and it is definitely an investment in good-will.

The methods of presenting the institutional message may vary. The chain may follow the lead of some department stores that include it in the form of editorials with their day-to-day omnibus advertising. Or—and this is the better method by far—it may use separate space for it, away from the merchandise advertising, because it should draw the interest of people who ordinarily pass over the chain's regular advertising message.

The chain store has an opportunity, in the presentation of its institutional message, to do a number of things the department stores can't do. It can use a radio hook-up, selecting outlets in cities where its stores are operating. Or it can use a dramatic campaign in national magazines, or in magazines that circulate in the areas where it has stores. Or it may use outdoor advertising. Or it may confine its effort to newspapers in which its stores are already advertising.

It is possible for the central advertising office of a chain to prepare its institutional advertising, but because an outside viewpoint is so desirable for it, it is far better to turn the job over to an advertising agency. An agency will know best, because of its perspective, how to select the important from the unimportant, and the dramatic from the ordinary in presenting the advertising message of the chain. And it will have the facilities for selecting media and for carrying on research that even

the largest central advertising offices do not have.

If the chain is a big one, a whole campaign can be built around its size, and the advantages it can give the customer because of its bigness. If it sells only for cash, as most chains do, another subject for an institutional campaign lies in the extra value and other advantages the customer gets as a result of that cash selling policy.

Possibly the chain maintains testing laboratories, or goes in extensively for merchandise development. There are dramatic campaigns to be built around both these subjects. Without good institutional advertising, the chain's potential customers are unlikely to hear about either.

No matter how good it is, institutional advertising will never

be a success in any chain as long as its cost is made a direct charge against the stores or districts. The advertising agency that prepares it should be responsible to one man only—who may be the president of the company—and the cost of the campaign should be carried by the company as a whole.

The formula, then, for successful chain-store advertising is this:

First, day-to-day advertising, locally produced and paid for by the local store or district.

Second, private-brand advertising, produced by the central advertising office or by an advertising agency, and paid for half by the local store or district and half by a charge against the brand itself.

Third, institutional advertising, produced by an advertising agency and paid for by headquarters.

\* \* \*

#### Heads Axton-Fisher

E. D. Axton has been elected president of the Axton-Fisher Tobacco Company, Louisville, Ky., Spud and Twenty Grand cigarettes, etc., to succeed his brother, the late Woodford F. Axton. The new president has served the company actively since he became treasurer in 1906. He has been a partner in the business since its founding and became secretary-treasurer in 1912. Other officers elected were S. E. Brannon, secretary, and August Wolf, treasurer. Newly elected directors are F. P. Wrege, Mr. Brannon and Mr. Wolf.

\* \* \*

#### Syracuse Club Names Flack

John B. Flack, head of his own advertising agency, has been elected president of the Syracuse, N. Y., Advertising Club. Other officers are: Grant Ernst, vice-president; Miss Marciana Hughes, Syracuse Trust Company, second vice-president; Miss Katherine Cuff, Station WFBL, secretary, and Samuel Joor, First Trust and Deposit Company, treasurer.

\* \* \*

#### Represents "Parent-Teacher"

A. H. Moulton, Jr., has been appointed to resume the Western representation of *National Parent-Teacher Magazine*, New York. New quarters are located at 333 North Michigan Avenue, Chicago.

\* \* \*

#### Has Battery Account

The Price Battery Corporation, Philadelphia, Thor, Witherbee and Lyons batteries, has appointed Byren-Weil-Weston, Inc., advertising agency of that city, to direct its advertising.

#### Hall Printing Elects

Alfred B. Geiger has been elected a director for a three-year term to succeed himself by The W. F. Hall Printing Company. Hadar Ortman and Noah MacDowell, Jr., were elected for three-year terms to succeed Frank R. Warren and Barrett Wendell, Jr. Arnold A. Schwartz was elected director for a one-year period to succeed Heber W. Campbell, resigned; and Karl E. Seyfarth and D. C. Haeger were elected directors for a two-year term to succeed Henry A. Roefer and Adolor J. Petit, resigned. Edward A. Srill has been elected treasurer of the company. Other officers remain unchanged.

\* \* \*

#### Graham-Paige Promotions

F. R. Valpey, of the Graham-Paige Motors Corporation, Detroit, has been advanced to the position of vice-president and general sales manager of the company. A. I. Philip, who has been serving as vice-president in charge of sales, has been advanced to the position of assistant to the president, J. B. Graham.

\* \* \*

#### Death of E. G. Connelly

Edward G. Connelly, for the last six years with Young & Rubicam, Inc., New York agency, died last week in that city as the result of injuries sustained in a trolley accident. He was forty-five years of age.

\* \* \*

#### Cargill Leaves Esty

Julian U. Cargill has resigned as vice-president of William Esty & Company, New York agency. His future plans have not yet been announced.



## Your Advertisement gains in prestige...

... when it accompanies editorial matter that has a nation-wide reputation amongst people of maturity and intelligence. These are the people whose tastes and circumstances enable them to select the best. And it is to them—to 225,000 of America's first family homes—that the Quality Group comes each month.

One reader—one of thousands—says:

“The magazines of larger circulation do not cover the same field as the Quality Group. Personally, I seldom read any of them. And I believe an ad in your magazine carries much more prestige than any in a ‘mass’ periodical.”

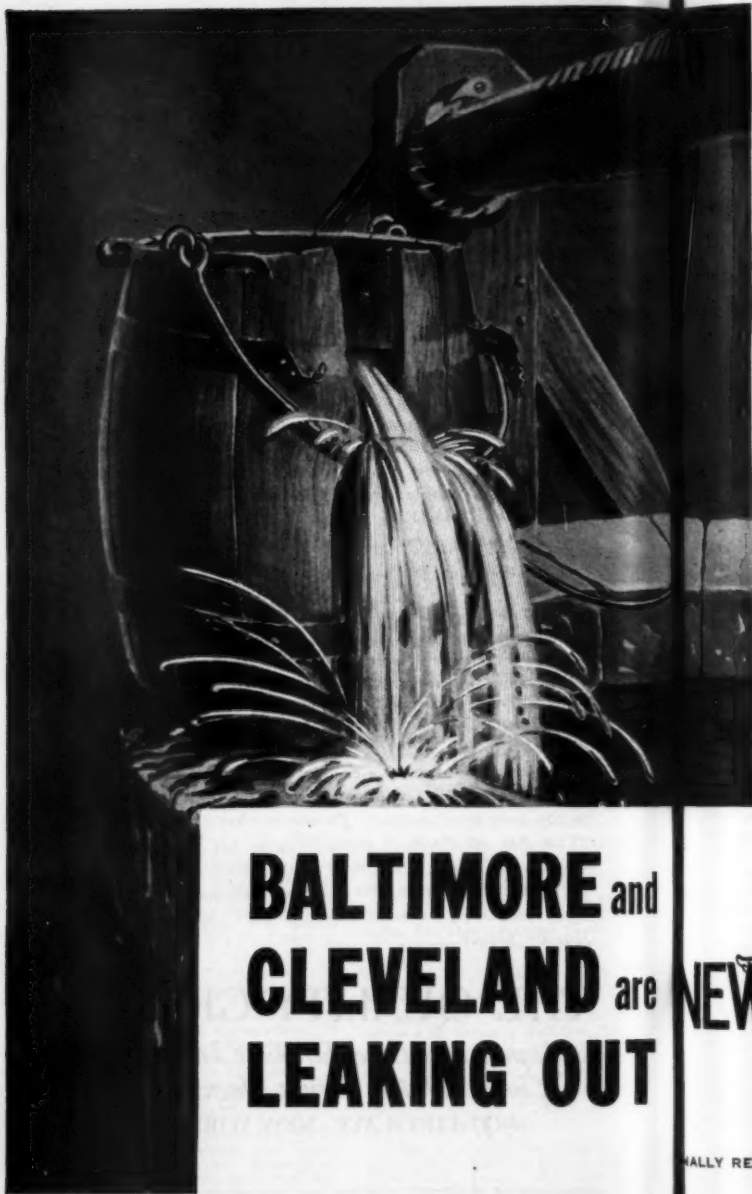
The Quality Group couples its advertising prestige and editorial acceptance with the fact that it moves *directly* to the people of means. To the market of maturity—“The Age of Plenty.” Strict budgets are not the rule among such people. And most of the nation's luxury buying is done by this highly selective group—who can be most effectively reached through the pages of the Quality Group.

## THE QUALITY GROUP

*Harpers Magazine · Scribner's Magazine*

*Current History · Forum Magazine*

597 FIFTH AVE · NEW YORK



**BALTIMORE** and  
**CLEVELAND** are  
**LEAKING OUT**

NEW

DAILY REP

**T**WO of America's great cities;  
yearly retail sales totalling \$525,000,000. . . .

Yet a market of even greater size is lost to every manufacturer whose selling plan does not include the **NEW YORK EVENING JOURNAL**.

For, in more than 600,000 solid substantial New York homes the **JOURNAL** is the preferred newspaper . . . and always has been, year after year, good times or bad.

Without these **JOURNAL** families, no one can possibly do business in America's largest market with maximum profit.

Their open pocketbooks have meant the whole difference between loss and profit to scores of manufacturers.

# NEW YORK JOURNAL

THE **NECESSARY** NEWSPAPER

WHOLLY REPRESENTED BY HEARST INTERNATIONAL ADVERTISING SERVICE  
RODNEY E. BOONE, GENERAL MANAGER



# Cross Advertising

## How the Package Can Be Used to Feature Other Products in the Manufacturer's Line

LOOSE-WILES BISCUIT COMPANY  
LONG ISLAND CITY, N. Y.

### Editor of PRINTERS' INK:

I would like to know if you have any information available on the practicability of printing some form of advertising for one product upon the package of another. I mean, of course, when the two products are put out by the same company.

If you have any such information, or can tell me where to get it, I would appreciate receiving it.

R. C. HULL,  
*Advertising Division.*

CROSS advertising, that is, the use of any part of the package or its contents to advertise other products in the line, has not been employed so widely or so wisely as might be expected. Most of the burden is allowed to fall on inserts and the cross advertising done on the package often is so brief as to seem perfunctory.

One reason for this probably is the general trend toward simplicity in design. This has led manufacturers and designers to simplify packages as much as possible. Therefore, many of them are reluctant to use any excess copy on the container even though that copy will help sell other products in the line.

Another reason for the comparatively small amount of cross advertising on the package is the manufacturer's apparent lack of appreciation of what his containers can do in the way of pushing other products.

Therefore, while one hesitates to recommend anything that would clutter up the package by adding additional elements, there are plenty of packages on the market that could use more effective cross advertising without interfering with the sales power of their designs. Indeed, a number of pack-

ages that now devote space to cross advertising could greatly improve its value by re-planning it and, at the same time, would not need to use more space for the purpose.

Cross advertising on the package divides itself into two classes. First is what might be called the full advertisement. An example of this is found in the new package for Coleman Silk-Lite Mantles. The reverse side of the package carries two pictures, occupying about one-third of the space, of Coleman Lamps and Lanterns. The copy says "Coleman Silk-Lite Mantels Best for Use on Coleman Lamps and Lanterns. 'The Sunshine of the Night.'"

In the same classification might go the side-panel on the Del Monte label. An example is that for California Asparagus Tips where the panel says, "Ask Your Grocer for Del Monte peaches (halves), sliced peaches, pears, apricots, cherries, plums, fruit salad, sliced pineapple, crushed pineapple, peas, tomatoes, corn, spinach, catsup, pickles and other food products. Insist upon Del Monte."

More common is the incidental type of advertising which may be a mere reference, such as the company name and the words, "Makers of" followed by names of other products. In fact, the famous Heinz "57" is an example of this because it immediately calls to mind the fifty-seven varieties of which the product in the package is one.

Following is a summary of how some manufacturers use cross advertising:

The packages of Triumph Brand products carry the legend on the label, "Other commodities," which is followed by a list of nine products, all in the same general classification.

On the container of Kirkman's Soap Powder extensive general di-

Apr. 25.

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rections for use are given. The instructions under the heading "For Laundry Work" and with "Finish washing with Kirkman's Borax Soap or Kirkman's Soap Chips."

Richardson & Robbins' canned chicken broth package carries the inscription, "Packers of boned chicken, chicken broth and plum pudding."

On the Kirkman's Soap package is the message, "Do you use Kirkman's Soap Chips? Snow white petals of pure soap—perfectly safe for the most delicate fabrics."

On the Heinz soup can there is a list of five products under the head of "Cream soups" and a list of eight under the heading "Other ready-to-serve soups."

Campbell's soup cans carry a list under the heading "Kinds." This includes twenty-one items. There is no similar list on the Campbell's Baked Beans can.

On the outer carton of Harriet Hubbard Ayer Beautifying Face Cream is a list of "Daily Necessities" which includes four products.

The outer carton for Pond's Cold Cream (in tube) carries instructions which conclude with "Remove with Pond's tissue."

One face of the wrapper of Octagon Soap is headed "Octagon Soap Products" and then lists six of these products with a sales message after each name as, for instance, "Octagon Scouring Cleanser—Just enough grit to catch the dirt, not enough to scratch the surface. For pots, pans, sinks, tubs, tiles, crockery, metal, etc."

On the reverse panel of the Borden's American Pasteurized Process Cheese package is the heading, "Try These Other Popular Borden Varieties," with a list of four of these and a little sales message after each name as for instance: "Borden's Swiss—Nut-sweet in flavor. Delicious in sandwiches."

The two side panels of the Jack Frost Granulated Sugar package contain a list of other Jack Frost products and beneath that is a picture of the company's trade character holding up a sign which says, "There is a Jack Frost Sugar for every purpose."

On the inside of the Ivory Soap wrapper is one of the most complete uses of cross advertising to be found on current containers. Both Guest Ivory and Ivory Soap Flakes are advertised. In each case there is a nicely done line drawing of a woman using the products. Here is the copy used on Guest Ivory:

"This dainty cake of Ivory Soap is made especially for face and hands. It has all the traditional Ivory purity, mildness and gentleness. It differs only in its beautiful modeling and the blue and white wrapping that makes it so attractive on the washstand of the modern bathroom.

"Wash your face once or twice daily with Guest Ivory and warm water, following with a dash of cool or cold water, and if your skin is naturally dry, a small amount of pure cold cream—this simple, effective treatment is all your skin needs for protection and



How several advertisers feature other products in their line on their packages

"I'm tying up with them  
they're going



This series of "reason why" advertisements is being run to help advertising agents and advertising managers get appropriations OKed today.

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# with federal— y'going places!"

WHY is it that the company that needs salesmanship least attracts the best salesmen? Because it helps the good man use his time profitably—to make more money.

Among other things, it backs him up with advertising. Advertising that opens doors for him. That brings in inquiries. That builds up prestige and good-will far more economically than if the salesman had to do it personally.

Advertising will not only attract worth-while salesmen. It will make better salesmen of your present staff. They'll work harder, because they'll have the satisfaction of seeing results come in. Their company will be "going places"—and they'll do the darndest to speed it along.

If you sell to business or industry, give your salesmen this sort through the McGraw-Hill Publications . . . the media covers Industry's 12 Major Markets, with a minimum of circulation.

Let us give you the details—*now*.

## McGRAW-HILL PUBLICATIONS

Machine	Electrical Merchandising	Factory Management and
Construction	Electrical West	Maintenance
Transportation	Electrical World	Metal and Mineral Markets
Business Week	Electronics	Power
Age	Engineering and	Product Engineering
Chemical & Metallurgical	Mining Journal	Radio Retailing
Engineering	Engineering News-Record	Textile World
Construction Methods	Food Industries	Transit Journal

McGraw-Hill Publishing Co., Inc. 330 West 42nd Street New York, N. Y.

perfect cleanliness. The modest price of Guest Ivory is 5 cents—if we charged you \$1 a cake we could give you no finer soap."

The use of the reverse side of a paper wrapper suggests many possibilities. Of course this calls for an extra printing, but this is not expensive in large runs and does a real advertising job.

It might be possible to make a similar use even of the lithographed or printed label pasted on a tin can. A line across the bottom of the label might say, "See other side of this label for interesting information." Then when the label was removed the prospect would get the advertising message.

Of course if an advertiser has the type of container in which he can use an insert, he has excellent possibilities for effective cross advertising. Here he is not limited by those factors of design that are so

confining to the designer of the package itself. He has plenty of opportunity for a sales message and can use pictures effectively.

That this is realized by many manufacturers is indicated by the wide use of inserts for cross advertising. However, this particular use lies outside the field of Mr. Hull's inquiry. It is mentioned, though, because of the importance of the insert as a cross advertising aid.

If a manufacturer's product is satisfactory and will build goodwill—and if it is not, the manufacturer had better change it or discontinue it—the package offers an excellent medium for advertising at a very important point, in the home. It reaches the prospect at a psychologically important moment, when she is using the product, and is in a receptive frame of mind. Yet today it is one of the most neglected phases of packaging.



#### Dental Ads Barred in New York

Dentists are prohibited from advertising for patronage under the terms of a bill signed by Governor Lehman of New York. The law provides for revocation or suspension of a dentist's license where he has been found guilty of advertising for patronage by means of handbills, posters, circulars, moving pictures, radio or other advertising devices. The bill was signed in the presence of a delegation representing organized dentistry in the State.



#### Costello to McGillvra

George Costello has joined the New York office of Joseph Hershey McGillvra, advertising representative of radio stations. Mr. Costello was advertising and sales promotion manager of the Calvert Maryland Distilling Company and previously was with the New York office of Paul Block.



#### Appoints Ridgway Agency

The Hammer Dry Plate Company, St. Louis, has appointed the Ridgway Company, of that city, to direct its advertising account. Business papers and direct mail will be used to advertise Hammer photographic plates and film.



#### Paint Account to Dallas Agency

The Collins-Davours Paint Manufacturing Company, Dallas, Tex., has appointed the Advertising-Business Company of that city, to direct its advertising.

#### Win San Francisco Tournament

At a golf tournament staged at the California Golf Club recently by the San Francisco Advertising Golf Association, Bert Goodloe came out as low net winner. Other results were: First flight, won by George W. Nickels; second flight, won by Earl Mitchell; third by C. S. Beatty; fourth by Jack Whalen; fifth by Charles W. Gombertz; sixth by Ted Little; seventh, by Fred Lee; eighth by Bert Goodloe; ninth by E. W. Stillwell and tenth by E. F. Knight.



#### Outdoor Medium Plans Campaign

The United Advertising Agency, Inc., New York, has been appointed to act as advertising and sales counsel for Outdoor Advertising, Incorporated of New York. A promotion campaign on behalf of the outdoor medium is being prepared.



#### Joins Getchell in Detroit

James I. Taylor has joined the Detroit office of J. Stirling Getchell, Inc., New York agency, as an account executive. He was formerly assistant retail publicity director of Sears, Roebuck & Company in Chicago.



#### With Blackman Agency

Miss Nan Murphy has joined the radio department of The Blackman Company, New York. She formerly was with N. W. Ayer & Son, Inc.

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# Quick Work!

Star of Previous Night's Hockey Game Featured in Cigarette Advertising Copy Next Morning

IN the mechanical plant of a Toronto morning paper that goes to press shortly after midnight, a stone-hand gazes mournfully at a 600-line advertisement for Tuckett Limited on Philip Morris "Navy Cuts" cigarettes. Ten p.m. and still no sign of copy or halftone.

Feverishly scribbling away at his desk in his agency, Mr. Copywriter—at least that's the way the story would seem to continue—is, in reality, doing no such thing. The truth is he is comfortably seated watching a hockey game at the Maple Leaf Garden.

Maybe he wants to be fired? Wrong again! For Mr. Copywriter really is being very much on the job.

Suddenly he rises from his seat and dashes to a telephone. Connected, he says, "Bill Brydger tonight," listens a moment, mutters "Right," and hangs up.

Back in the newspaper office, out of 150 photographs, Bill Brydger's picture is yanked and sent on its way to become an engraving.

And what is all this mysterious business? It's all part of the advertising plan of Tuckett Limited to capitalize on the interest of Canadians in the game of hockey.

The trade character of the Philip Morris "Navy Cuts" cigarettes in Canada, as in the case of Philip Morris cigarettes in the States, is a "Call" boy and the slogan used is also the same, "Call for Philip Morris."

In each of the company's advertisements, which have been running on the day following each Maple Leaf home game, Philip Morris "calls" the outstanding player of the previous night's game. A line drawing of a hockey player in action with an oversized halftone of the head of the player who gets the call is superimposed on a large Philip Morris package. Copy,

which is signed "Phil," is short, light, and briefly describes the previous evening's hockey battle.

Close co-operation between the

call for  
"FLASH" HOLLET

Philip Morris CALLS

THE OUTSTANDING PERFORMER  
OF SATURDAY NIGHT'S ENTERTAINMENT

The skating was really  
This time they got to see  
and feel it  
A day off work  
This ought to bring in  
A game was really so thrilling  
when the Wings and Leafs met  
through a thrilling and exciting game  
The scores given several times  
for each side, and it went in during  
Tuckett's struggle, both sides did  
everything but send the game  
over

A happening night for Flash  
Hollet and his team, the  
 Leafs, as they defeated the  
 Leafs of the Maple Leafs team in  
a game that was a real  
show

NAVY CUT  
VIRGINIA

call for  
PHILIP MORRIS  
NAVY CUTS

copy writer and the mechanical staff of the newspaper made this advertising theme possible. In the composing room of the paper there were three full-size electros of the body of the advertisement—the only parts that had to be supplied before locking up being the name of the star player of the previous evening, the halftone of his head, the sub-heading and the copy, some seventy-five words or so.

The only difference in the three



## PLANNED A YEAR AHEAD

Every issue a special issue—that's another way in which *DELINEATOR* is going to break away from the ranks of the same-as-usual. And what different and lively special issues they are going to be. Look at the coming year's schedule.

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## The Coming Year's Schedule of Issues

June, 1935	OUT-OF-DOORS NUMBER:—Out of door entertaining, out of door clothes, sun bathing, etc.
July, 1935	SUMMER HOSTESS NUMBER:—Easy party plans, hot and cold foods, etc.
August, 1935	YOUNGER GENERATION NUMBER:—College girl and sub-deb cosmetics, back to school fashions, children's menus, etc.
September, 1935	HELP YOURSELF NUMBER:—Buffet parties, al fresco meals, pick up beauty treatments, etc.
October, 1935	HOME NUMBER:—New furnishings and furniture, cocktail and tea parties, etc.
November, 1935	HIGH HAT NUMBER:—Formal entertaining, formal clothes, household luxuries, etc.
December, 1935	GIFTS
January, 1936	WINTER HOSTESS—WINTER VACATIONS
February, 1936	THRIFT NUMBER:—Home economics.
March, 1936	HEALTH NUMBER:—Fresh air and light, health in food, etc.
April, 1936	LET'S BE ORIGINAL NUMBER:—Being different as a hostess, unusual parties, snacks and surprises in food, etc.
May, 1936	INFORMAL NUMBER:—Informal make up, informal entertaining, etc.

*DELINEATOR is different and is going to be so. But every issue will offer splendid value to the advertiser who is looking for sound circulation value*

## DELINEATOR

*The Top Million and a Half*

NEW YORK

CHICAGO

SAN FRANCISCO

electros was that the action line drawing in one was that of a left-wing player, the other of a right-wing player and the third that of a goal keeper. The electro used for any particular ad depended on the position which the player who got the call occupied on his team. After the selection of the proper electro, the necessary type was set and mortised in. The halftone of the player's head was put in place and the ad was complete.

A full set of photographs of all the players in the eight National Hockey League teams was required in order that Phil might not be restricted in any way in making his call.

Reports Tuckett Limited: "It is known that the advertisements have quite an extensive following. At the games between periods a common topic of conversation among the fans is, 'Whom do you think Philip Morris will call tonight?'"



### Kodak's Largest Drive

With the launching of its 1935 newspaper advertising campaign, Eastman Kodak Company will circulate its story of picture making and Eastman products through 125 daily newspapers in eighty-five cities.

First copy will appear May 17 and continue until Labor Day featuring Kodaks, Verichrome film, and emphasizing the possibilities of snapshots over the week-end and on vacations. Copy will run every week on Thursdays in evening papers, Fridays in morning publications, and the day before holidays.

In addition to the newspaper campaign there will be full pages in about forty-six national magazines, including romance and motion picture magazines.

Eastman's 1935 campaign is the most extensive in the history of the company.



### Death of Horace Dumars

Horace Dumars, veteran advertising man, died recently, aged eighty-six. Until his retirement twenty-four years ago, he was advertising manager of *Ladies' World*. He was a founder of the Sphinx Club. Mr. Dumars is survived by two sons, both of whom are following him in his profession, J. Eugene Dumars and Gerald Dumars, who is advertising manager of the *Savings Bank Journal*.



### To Handle Savannah Line

Effective July 1, advertising of the Savannah Steamship Line will be handled by the White-Loell Company, New York agency. George J. Chase, who has been manager of the New York office of the Sweeney & James Company, is joining the White-Loell agency and will be account executive.



### Linn Starts Service

Edward Linn Associates, advertising agency, has been formed at New York by Edward Linn, formerly of Moss Associates, of that city. Offices are in the McGraw-Hill Building.

### Two Campaigns for Union Oil

Starting the middle of this month, the Union Oil Company of California is running two major advertising schedules on its new summer grade "76" gasoline and on Triton Motor Oil.

Large space in 150 Pacific Coast newspapers and representative showings of twenty-four-sheet posters in all leading cities of California, Arizona, Nevada, Washington and Oregon are planned for the summer grade gasoline. Monthly 1,500-line copy will be interspersed with twice-a-week 140-line reminders in metropolitan dailies. Proportionately smaller copy will appear elsewhere.

The campaign on the Triton Motor Oil will appear concurrently in the same list of papers and on posters in the same cities. Color pages in newspaper magazine sections and twice daily spot broadcasts for seven weeks over approximately twenty radio stations will also be used.



### Montreal Club Nominates

The following have been nominated for office in the election to be held by the Advertising Club of Montreal on May 8: Honorary president, W. J. C. Sutton, advertising manager, *Montreal Gazette*; president, Charles W. Baker, assistant to the vice-president, Sherwin-Williams Company of Canada, Ltd.; first vice-president, Leo D. Cox, advertising and publicity manager, Cunard White Star, Ltd.; second vice-president, Arthur B. Smith, advertising supervisor, Canadian National Railways. Seven directors will also be elected.



### Joins Robbins Publishing

Harland J. Wright, for many years associated with *Dry Goods Economist* and, more recently, publisher of *Merchandise Manager*, has joined the Robbins Publishing Company, New York, as manager of *The American Printer* and *Advertising Arts*.



### Form Bailey & Lee

John E. Bailey and Morris M. Lee, Jr., have organized their own business, Bailey & Lee at 11 West 42nd Street, New York. Both were formerly with the staff of Edward L. Bernays.

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# Making Up A, B, C Schedules for Newspapers

Among space buyers A, B and C newspaper schedules are an everyday problem. Yet agencies often disagree on the methods of making such schedules. **PRINTERS' INK** has asked a number of space buyers to explain their A-B-C philosophy. Mr. Hacker's is the first of their replies.

By Max Hacker

Space Buyer, Pedlar & Ryan, Inc.

**BY** A, B and C schedules we mean, of course, the concurrent use of say, a 1,000-line advertisement in some papers, an 800-line advertisement in others and 600 lines in still others.

Aside from purely opportunistic considerations by which more papers and cities can be used if they do not all have to take the large size, cost and visibility are the scientific justification for a policy of variable space units. Let's examine each in turn.

Newspaper advertising rates in order to be compared with each other must be reduced to a common denominator. That common basis for comparison has come to be known as the *milline rate*, or the rate per line per million circulation. This device places all newspapers on common ground so far as advertising cost is concerned.

Obviously, the actual rate, whether it be 5 cents a line or \$1 a line is not so important in advertising economics as the *real rate* which is the cost of reaching a definite circulation unit. Before the World War when things were done on a more modest scale, that unit was 1,000, but today with airplanes and radio and the national debt at \$25,000,000,000, the unit generally accepted for comparative purposes is 1,000,000; the cost per line per million, or as the media engineers call it, the milline rate.

I know this is kindergarten work for probably all **PRINTERS' INK**

readers, yet we must state it clearly at the beginning because it is the important tool used in the operation of that principle of scheduling which is largely responsible for A, B and C sizes in newspapers; namely the conviction that sound procedure and reasonable sales expectancy indicate that one should work for approximate uniformity in the expenditure of money per circulation unit, be that unit located where it may.

Please understand that I am discussing this question in the broad, leaving out all the variables and special considerations which naturally and rightly make the exceptions. I am trying to keep it simple and basic.

If our principle is correct, and I think it is, especially when connected up with the visibility factor which I shall discuss in a moment, then we must employ two or three or even four space units in a list that includes circulations varying widely in unit cost.

At this point it might be well to take a look at typical differences in the cost of newspaper circulations throughout the country. For example if you had a newspaper list consisting of about 450 papers published in cities ranging from New York and Chicago down to towns of 15,000 to 25,000 population, the real cost—the rate per line per 1,000,000 circulation—would run perhaps from \$1.50 to \$6.50. Typical group averages would be somewhat as follows:

	Approximate Number of Papers	Average Milline for Group
Metropolitan Centers....	50	\$2.00
Other large cities .....	100	2.50
Medium cities	100	3.50
Small cities and towns.	200	6.00
	450	

The cost of a 1,000-line advertisement going to 1,000,000 circulation would be as follows for these various groups:

A—Metropolitan Centers ..	\$2,000
B—Other large cities.....	2,500
C—Medium cities.....	3,500
D—Small cities and towns.	6,000

Special considerations aside, why should anyone spend 75 per cent more to reach the same number of people in group C as in group A, or three times as much in group D as in A? Such would be the case if but a single size were used in each group. In all ordinary cases it would be futile to hope for commensurate returns.

If, however, we use a 1,000-line advertisement in group A, 800 lines in B, 600 lines in C and 400 lines in D we shall be spending approximately the same amount of money per reader or per prospect in each group, thus satisfying the economic principle of cost uniformity.

This procedure is especially practicable because of the factor of visibility, the second major element in our justification of variable space units.

The volume of advertising carried, generally speaking, determines the probable degree of visibility or attention for any one advertisement. This visibility is considerably greater in the C and D groups than in the A and B groups. A 400 or 600-line advertisement in C and D papers is therefore approximately as effective as a larger advertisement in the more crowded papers of the A and B groups.

These sizes, of course, are purely

arbitrary as examples and any other related series would do as well. Remember, too, that I am mechanical and mathematical in this approach without consideration for creative requirement which in certain cases may demand a uniform size regardless of cost.

The real cost of newspaper advertising increases as circulations decrease. Large-scale versus small-scale production determines this; the old story of volume. Circulations decrease as the population size of the city decreases in which the paper is published. Fewer people, less circulation. Less circulation, higher advertising cost. Higher advertising cost, less advertising. Less advertising, higher visibility. Higher visibility, greater effectiveness of smaller space units.

There you have it; the house that Jack built. First, the economic principle dealing with approximate uniformity of cost per reader; secondly, the practicability of small space units in papers of higher cost—due to greater visibility, due in turn to lower advertising volume, due in the first place to higher advertising cost, due unavoidably to the size of the community which is the market both for the circulation and the product to be advertised.

Make up a list of 100 to 200 typical papers in typical cities ranging from New York and Chicago down to places of 10,000 population and note how the milline rate goes up and the advertising volume declines as circulations get smaller which of course they do the farther down the population scale you go.

### All of Which Gives a Formula

In the light of the foregoing, can we establish a formula for the designation of A, B and C schedules? Formulas are dangerous in this business unless you reserve the privilege of completely disregarding them on occasions when special considerations point to special handling. But, with that understanding, if you do want something approaching a formula to use as a guide for the assign-



No one is  
his or her  
Scribner



# 6,636

It does not take a lot of fancy writing to state facts. So we say to you that

- 3,577 readers tell us they are thinking about a cruise somewhere in 1935.
- 2,058 others say they are going abroad.
- 1,001 more say "some kind of a cruise," weekend, West Indies, California, South America.
- You can't take a "sail" without money.
- You can't buy dresses, shoes, coats, handbags, trunks and bags without money. In other words, to take any kind of boat anywhere, you have to have money.
- $6,636 \times$  the cost of tickets for one or more members of a family mean purchasing power — something well beyond seven figures in the case of these Scribner homes.



*No one is in arrears for his or her subscription to Scribner's Magazine*

## DR. POE BACKING FARM LOAN IDEA

**Appears in Behalf of Bill De-  
signed to Aid Tenants  
and Sharecroppers**

*The News and Observer Bureau,  
1232 National Press Building.*

Washington, April 18.—Dr. Clarence Poe, of Raleigh, editor of the *Progressive Farmer*, today was the principal witness before the House committee on agriculture in behalf of the Bankhead-Jones bill to create a \$50,000,000 corporation, with borrowing capacity of one billion dollars, to make loans to tenants and share-croppers. The Senate began consideration of the bill today and is expected to pass it shortly. Approval by the House committee is expected.

"Dr. Poe made by far the most favorable impression of any witness who appeared before the committee, and we have had few witnesses before us on any bill who were so well received," said Representative Harold D. Cooley, a member of the committee.

Dr. Poe appeared with Secretary of Agriculture Wallace and two other government officials in connection with the bill. Dr. Poe was also the only one to urge passage of the bill without qualification, the three government officials stating they approve the measure personally, but are not yet in a position to endorse it officially, as it has not yet been approved by the Bureau of the Budget.

—Raleigh, N. C., News and  
Observer, April 17, 1935.

## LONG-TIME

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FARMER is four clipp

● More than 20 years visited le  
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Southern farm needs co win dis  
South's foremost farm-magazine  
by the American Farm 14 award  
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THE SOUTH'S INC

# EDITORIAL LEADERSHIP

illustration of the progressive and long-  
editorial leadership of PROGRESSIVE  
found clipping herewith.

years visited leading European  
THE PROGRESSIVE FARMER studying  
noting leadership and agricultural  
wrote lauded by American and  
cultural used in leading agricul-  
worth as

go as the Committee of Nine  
North legislature to draft a pro-  
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of the National Committee on Rural  
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Hall of is one of two Southern  
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the late award of the American  
ors' Award for the most important  
of the year chairman of the latest  
ference in agricultural editors.

only one in our Raleigh, Birming-  
and Dallas whose localized service to  
eds can win distinction for the  
farm-magazine—as illustrated  
Farm 1934 award to Dr. Tait But-  
shed American Agriculture”.



DR. CLARENCE FOX  
President and Editor

## Progressive Farmer

*and Southern Ruralist*

Birmingham

Raleigh

Memphis

Dallas

250 Park Ave., New York City

Daily News Bldg., Chicago, Ill.

Edward S. Townsend Co.

Russ Bldg., San Francisco, Cal.



ment of variable space units, construct one based on relative milline rates and relative volume of space carried by the newspapers under consideration.

For instance, and merely as a suggestion, you might establish a yardstick (not too rigid, perhaps a tape measure would be better) according to some such scale as the following:

<i>Milline Rate</i>	<i>Class of Schedule</i>
Under \$2.00	A
\$2.00 to \$3.00	B*
\$3.00 to \$4.00	C**
Over \$4.00	D***

\* "A" if paper costs not more than \$2.50 and carries a total of 10,000,000 lines or more a year.

\*\* "B" if paper costs not more

than \$3.50 and carries more than 7,500,000 lines a year.

\*\*\* "C" if paper costs not more than \$4.00 and carries more than 5,000,000 lines a year.

This locks up the visibility angle with the cost factor.

This kind of measure besides being helpful in strictly original or initial list building along scientific lines is also useful on those opportunistic or "make the best of it" occasions when the appropriation simply will not stretch far enough to include full copy in all the cities that must be used. Having said which, I shall wait patiently for the three people who are going to suggest that space in Oshkosh be cut in order to provide a schedule for Kamchatka.

\* \* \*

#### Has Hoffman Beer and Liquor

The Hoffman Beverage Company, Newark, N. J., has appointed Kimball, Hubbard & Powel, Inc., New York, to handle the advertising of Hoffman beer, Hoffman ale and the various spirituous liquors for which Hoffman is distributor. This appointment does not affect the advertising of Hoffman soft drinks, which will continue to be handled by Batten, Barton, Durstine & Osborn.

\* \* \*

#### Pruett Forms Agency

The Leon Pruett Company has been organized with offices in the Watts Building, Birmingham, Ala., by H. Leon Pruett and associates as an advertising agency. Mr. Pruett was recently with the Ingalls Iron Works Company and subsidiaries, for which he had handled sales and sales promotion for ten years.

\* \* \*

#### Joins National Export

Miss L. G. Girona has been appointed head of the newly formed radio division of the National Export Advertising Service, Inc., New York. She formerly was secretary of the Conquest Alliance Company.

\* \* \*

#### Now Cahn & Miller, Inc.

The name of E. Lyell Gunts, Inc., Baltimore agency, has changed its name to Cahn & Miller, Inc. No other change is involved, Louis F. Cahn continuing as president and C. LeRoy as vice-president and treasurer.

\* \* \*

#### Leaves "North American Review"

Ernest Fisher has resigned as business manager of the *North American Review*, New York.

#### To Advertise New Table

Luckey Bowman, Inc., New York, has been appointed to direct the advertising of the Charak Furniture Company, of New York and Boston. Plans are being prepared for a campaign to promote distribution of a newly designed "Danbury Table." Class publications will be used.

\* \* \*

#### Represent "System"

*System and Business Management*, New York, has appointed Sheldon Fisher, 755 Boylston Street, Boston, as its advertising representative in New England. Van Best & Associates, Detroit, have been appointed to represent this publication in Michigan.

\* \* \*

#### Death of Joseph W. Gram

Joseph W. Gram, aged sixty-three, assistant sales manager of The J. B. Savage Company, Cleveland, printing, died at that city on April 18. He had been with the Savage organization for the last twenty-five years.

\* \* \*

#### Has Anré Products

Anré Products, Inc., New York, beauty preparations, has appointed the Central Advertising Service, Inc., New York, to handle its advertising. Newspapers and magazines will be used.

\* \* \*

#### Rubber Broker Names Agency

A. Schulman, Inc., Akron, Ohio, and East St. Louis, Ill., rubber broker, has appointed the Jessop Advertising Service, Akron, to handle its national advertising.

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Loading Wool at Durban, South Africa

(Photo by South African  
Railways and Harbours)

## SOUTH AFRICA CALLING!

Our editor leaves soon to visit importers in this great market—where gold, diamonds, good crops and low tariffs are making business hum for American goods. It's our 23rd foreign trade tour.

Put your South African problems up to us.

# AMERICAN EXPORTER

World's Largest Export Journal—58th year  
370 Seventh Avenue ..... New York, N. Y.

# Impure and Proud of It

AND here, in the days of Wallace, Tugwell, and Copeland, in this post-Wiley era of dirt-consciousness, is a product that boasts of its impurities!

In farm papers this spring, Chilean Natural Nitrate, which identifies itself as "The Old Original Soda," is saying:

Strange, isn't it, to think of pigs and crops this way, but science presents more and more evidence every day to show that food requirements of animals and plants are much the same.

Animals need vitamins. They could starve to death on food chemically pure. So could your crops, if they didn't have the *vital impurities*.

Chilean Natural Nitrate supplies the vital impurities in Nature's own balance. These vital impurities are the rare elements—iodine, boron, calcium, magnesium, lithium, strontium, and many others. They're all there, combined with nitrogen, to make your crops strong and healthy. . . .

For your own protection, say "Chilean" when you order Nitrate. It's the only nitrogen that comes from the ground; and it has those vital impurities.

Right often, the campaign copy bows politely to Nature. Thus, in another advertisement:

It is amazing the way Mother Nature does everything right, if you give her half a chance. When she created Chilean Natural Nitrate, she put into it the many vital impurities that we now know are as important as the nitrogen itself. . . .

Thus farmer readers, undergoing something of an education in agricultural chemistry, are assured that all those queer-sounding and impure ingredients mixed in with nitrogen have been put there under nature's own auspices; and it is anticipated that the farmers, knowing nature, will assume that as to this nitrate everything is not merely all right, but practically perfect.

## Poor Richard Nominations

Charles H. Eyles, president of the Richard A. Foley Advertising Agency, Inc., has been nominated for president of the Poor Richard Club of Philadelphia. Other nominees are: First vice-president, Charles H. Grakelow; second vice-president, D. Edward McAllister; secretary, Harold Nace; treasurer, Isador Buten; for directors: Morgan Harding, Rowe Stewart and Guy C. Pierce. Elections will be held on May 20.

## Baldwin with Realty Board

E. Palmer Baldwin, formerly a principal of the Baldwin-Urquhart Advertising Agency, Niagara Falls, N. Y., has been appointed executive secretary of the Buffalo Real Estate Board, Buffalo, N. Y. A. M. Urquhart will assume full management of the Niagara Falls agency.

## KNX Appoints Pederson

Elmer D. Pederson has been appointed national advertising manager of Station KNX, Hollywood, Calif. He was formerly with the Pacific Coast staff of Paul Block & Associates, publishers' representatives.

## Issue Floor Covering Manual

"The Floor Covering Salesman's Manual," a thirty-chapter book for salesmen in retail floor covering departments, has been issued by the Floor Covering Advertising Club of New York, headquarters of which are at 293 Fifth Avenue, and published in association with the National Retail Dry Goods Association. The manual has been written and compiled by Ralph Richmond.

## T. R. Lovett Advanced

T. R. Lovett, who for the last year and a half has been in charge of advertising for the Affiliated Grocers of Grand Rapids, Mich., has been advanced to merchandising manager of the Grand Rapids Wholesale Grocery Company, with which Affiliated Grocers is connected.

## Okehs Michigan Tourist Fund

Governor Fitzgerald of Michigan has signed a bill which the legislature passed appropriating \$100,000 for tourist advertising. The same amount must be matched by four tourist and resort associations of the State.

# Favor Agency Commission

## Newspaper Publishers Declare It Works for Best Interest of Media Owners and Advertisers

**N**EWSPAPER publishers have, once again, unequivocally endorsed the advertising agency commission system. A resolution adopted this week at the annual convention in New York of the American Newspaper Publishers Association is, in effect, an answer to the current efforts that are being put forth for abolishment of the system.

The resolution was recommended to the convention in the report of the committee on advertising agents, which pointed out that for fifty years the commission system had worked successfully to the interest of both publisher and advertiser, accomplishing this in the face of continued attempts to destroy it. It was described as the incentive that has drawn into the advertising agency field a constantly increasing body of able men to whom, in considerable part at least, must be given credit for having demonstrated to potential advertisers the value of advertising.

Because the commission system has demonstrated itself to be an integral and essential part of their operations, it was pointed out as being only natural that publishers should insist upon its continuance and to vigorously oppose any efforts to destroy it.

The resolution follows:

**WHEREAS** the publisher determines his advertising rates as well as the amount of commission allowed to qualified advertising agencies, whose services are supplied usually without charge to the advertiser and

**WHEREAS** it is obvious that such services by the advertising agent result in greater success for the advertiser and more advertising for the publisher and

**WHEREAS** an advertising agent

cannot render adequate service for inadequate compensation and

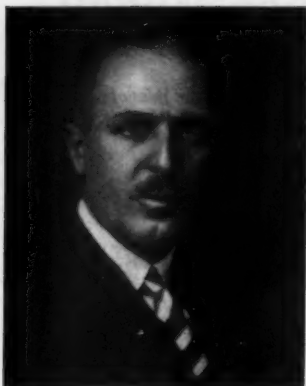
**WHEREAS** all advertisers are free to accept or reject this service, although most of them accept it to their profit and

**WHEREAS** various efforts to destroy the present system, which is productive of beneficial results to all concerned and substitute therefor a system under which the agent would be retained by an advertiser on a rate of compensation offered by the advertiser, therefore be it

**RESOLVED** that this Association goes on record as being unequivocally in favor of the maintenance of the present advertising agency commission system.

Those who looked for the convention to give its attention to the practice of accepting general advertising at retail rates, were not disappointed. The issue is one of keen importance to advertising agents and to advertisers, and especially to publishers' representatives who have been waging a campaign for its solution. In discussing the evils of this practice, the committee reminds publishers that for many years huge sums of money have gone to newspapers at retail rates through the advertising allowance system.

Publishers now have to decide whether they are prepared to add to this problem by allowing retail rates directly to advertisers. If so, they were told, the obvious results will be a decrease in general advertising and a decline in the average advertising rate. The committee is frank to admit that a solution is not simple, but that it is working on an analysis of the situation, which is to be sent to the membership. Meanwhile the committee urges upon every publisher a realization of the present and future danger of the growing



Jerome D. Barnum

trend and, if circumstances warrant, the need of making some temporary sacrifice to maintain his published rates for each class of advertising.

Satisfaction was expressed with the support given to a resolution enacted last year which advised publishers to refuse to accept contracts which required a guarantee of circulation. Many newspapers have since discontinued the practice and, it was stated, as yet none has reported any advertising loss as a consequence. A few members still give a guarantee of only a percentage of their circulation, but because it is an acknowledgment of the principle, the committee expressed the hope that even this method will be abandoned.

The committee, in its work of agency recognition, is a clearing-house on agency finances. Since 1929 it has seen the net surplus of many agencies constantly decreasing. An analysis of all agencies shows that this downward tendency is coming to an end. Recent decreases in surpluses have been offset by an equal number of increases, as reflected in changes of ratings. The agent committee's report was presented by its chairman, Ray T. Wilken, of the New York *Daily News*.

The relations between press and radio, while not of immediate con-

cern to advertisers and agencies, continued to be a problem in which they exercise an influence. Operations of the Press-Radio Bureaus, set up by the press associations and NBC and CBS, are having to face the competition of other interests which are engaged in news broadcasting. The main point at issue is the reluctance of newspapers and press associations to sell the news to radio advertisers for sponsorship.

This refusal, as outlined in the report of the radio committee, is based on two fundamentals:

1. The practice would permit the advertiser to censor and edit the news to suit not only his own advertising program but also his prejudices on social, economic, religious and political questions, and thus news would degenerate into propaganda for the advertiser.

2. Since the sale of news is the basis of the newspaper publishing business, this asset should not be sold to the broadcasters to be used in competition with the newspapers.

The situation is not made any simpler by the fact that there is a growing increase in the number of stations in which newspapers have an ownership. They own or control 115 or about a third of the stations in the United States.

The committee, of which E. H. Harris, Richmond, Ind., *Palladium-Item*, is chairman, recommends that the Press-Radio Bureaus be maintained for another year; that broadcasting of news be liberalized, and that fuller authority be vested in the two bureaus for governing the broadcasting of news.

The committee also reported that it has agreed that newspapers owning or affiliated with radio stations, subject to the regulations of the Press-Radio Bureaus, be allowed a more flexible use of wire reports; also that publishers individually should take every step necessary to prevent the improper use of news, even to dropping the programs of the offenders from their columns.

The Associated Press cannot sell its news but in the case of the

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## NEWS

From the  
Capitol!

...he talks  
with Senators, also garage men,  
and he *knows* what they read!

W. E. BAILEY, B.Sc., is a Washington, D. C., chemist and a reader of *Harpers Magazine*. He is also a man whose work has given him a unique opportunity to observe the reading habits of a representative cross-section of prospective buyers.

"It has taken me," he writes, "into hundreds, thousands of the homes of Washington, homes of the rich and poor, powerless and powerful, Senators and diplomats, scientists, Vice-Presidents and garage men. I have gone into the homes of Cabinet officials and discussed books and magazines and politics and travel. . . . *The people who kept ten servants through the depression, when five would have sufficed, had Harpers on their library table.*"

"... Your prospective advertisers, whether they like it or not, would not reach my family at all with such magazines as the —, —, —, —, etc. We do not read them."

It is first hand evidence like this that is leading more and more advertisers to take advantage of *Harpers Magazine* as a place to advertise to thousands of intelligent men and women *with ample means to buy*, who do not even see the advertisements in the mass circulation media.

*Live editorial comment, responsive readership, consistent gains make Harpers Magazine one of the most influential media in America today.*

# Harpers

## MAGAZINE

"The Most Intensively Read Magazine in America Today"

49 EAST 33RD STREET, NEW YORK CITY

ONE OF THE QUALITY GROUP

United Press and International News Service the right is reserved to sell a news service to advertisers or stations if in their opinion it should become necessary. These two press services stated that, in principle, they were opposed to the sale of news for radio sponsorship as a source of revenue, and that such news would be sold only for sponsorship when competitive broadcasting of news warranted such action.

Publishers continue to be concerned with the restrictions placed upon financial advertising by the Securities Act. James O. Parsons, chairman of the committee working with the Securities Commission, in his report describes how actual operation of the Act has almost dried up the advertising of new securities whereas public interest would better be served by a greater amount of publicity. The Commission, to which the publishers made their recommendations, has made it known that it is working on a new regulation concerning the problem of financial advertising.

Expenditures in newspapers by national advertisers increased 12.4 per cent in 1934 over 1933, according to the annual report submitted by Edwin S. Friendly, business manager of the *Sun*, New York, as chairman of the Bureau of Advertising. It is estimated that space bought in 1934 totaled \$163,000,000 as against \$145,000,000, in 1933. The gain in 1934 compares with a loss of 9.4 per cent in 1933 as compared with 1932.

Mr. Friendly's report informs publishers that the first quarter of 1934 finds newspapers facing unusual competition for the national advertiser's dollar. This competition, especially the growth in radio volume, is analyzed and the measures being taken to meet it

described. Attention is called to the rapidly growing interest that is evidencing itself in advertising by life insurance companies.

A new activity launched by the Bureau, in conjunction with the directors of the A. N. P. A. is a series of seven full-page advertisements. Several hundred newspapers have agreed to use these in mat form. The basic idea behind each piece of copy is to impress upon the public a better understanding of advertising's service to the consumer.

Howard Davis, business manager of the New York *Herald Tribune*, has announced that he will not be a candidate again for president. He has served the association in this office, which now carries with it the responsibilities of Code Administrator, for three years, establishing a precedent. He will be succeeded as president by Jerome D. Barnum, of the Syracuse *Post-Standard*.

This year the association departed from policy and for the first time opened its session to non-members who operate under the newspaper publishing code. A high-water mark in attendance is the result.

The largest attendance since 1923 was scheduled for the annual dinner of the Bureau of Advertising, always an event which is participated in by those prominent in advertising.

Frank E. Gannett, of the Rochester *Times-Union*, was elected a director of the Associated Press to succeed the late Adolph S. Ochs, to whom tribute was paid by eulogy and resolution. Elected directors for three-year terms are: Frank B. Noyes, Washington *Star*; Robert McLean, Philadelphia *Bulletin*; Frederick E. Murphy, Minneapolis *Tribune*, and Paul Patterson, Baltimore *Sun*.

#### Brunswick-Balke-Collender Appoints Richer

E. R. Richer has been appointed sales promotion manager of the Brunswick-Balke-Collender Company, Chicago. He previously was advertising manager of the Store for Men of Marshall Field & Company.

#### Will Direct Carpet Sweeper Campaign

The E. R. Wagner Manufacturing Company, Milwaukee, has appointed the Cramer-Krasselt Company, agency of that city, to direct a newspaper and radio campaign on Wagner Kombi Kleaned carpet sweepers.



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# PICK-UPS



*The information below, gathered by the Marketing & Research Staff of Ruthrauff & Ryan, Inc., is a by-product of its regular work. Formerly it was passed along from time to time to members of its own staff, and to a limited number of executives in other organizations. It occurs to us that many business men might find in such material occasional items of interest and value.*

In a recent nationwide survey, it was discovered that 20 per cent of all grade school children, and 40 per cent of college graduates have defective eyesight.

Testimonials are seldom found in financial statements, but one of Ruthrauff & Ryan's clients, largest in its field, in its latest statement attributes its major position to: "The publicity of the best advertising agency in the world."

The negro market isn't often considered seriously. Yet there are 51/2 million employed negroes in the U. S. with an annual purchasing power estimated at 2 billion dollars. Contrary to supposition, the average negro buys merchandise of a little higher quality than do others of equal income.

Losses from fire in 1934 — estimated at 275 millions — were the lowest since 1919.

Going up in smoke . . . in 1934 over 125 billion cigarettes were smoked by Americans — or an average of over 1,440 a year for each person over 15 years of age.

A banner year . . . in 1934, Autopoint pencil sales exceeded all years since 1929. The number of purchases of Autopoint products for sales promotion purposes were double the previous year. Autopoint advertising was first handled by the Chicago office of Ruthrauff & Ryan in 1934.

As time marches on . . . Cornell University develops an odorless cab-

bage, a Wisconsin dairy is distributing whipped cream in packages, and boneless frog legs ready to fry are being packed in cans. Newest in bathroom accessories are sponges in pastel shades. In addition, baby carriages are now equipped with knee-action wheels and flour is being made from seaweed.

Language study preferences haven't changed, one authority states. Today, just as 25 years ago, the languages that people are most interested in mastering are, in order: French, English, Spanish, German, Italian and Russian.

If you're ever looking for a nice, long walk, New York City has 4,600 miles of streets.

Telephone statistics show that each American makes an average of 204 telephone calls every year. Canadians top the list with 206, while the English make but 33 and Frenchmen only 20.

At the Chicago World's Fair last year visitors consumed tremendous amounts of food: 4,600,000 hamburger sandwiches, 2,000,000 hot dogs, 2,000,000 gallons of coffee, 775,000 bowls of chili con carne. One restaurant alone served close to 35 millions slices of bacon.

There are Ruthrauff & Ryan Offices at 405 Lexington Avenue in New York, 360 North Michigan Avenue in Chicago, and in Detroit, St. Louis, Kansas City, San Francisco, Los Angeles and Seattle.

# "Advertising Trade

# JOURNAL

"

Many advertisers, space buyers, judge periodicals and newspapers by parallels and comparisons.

They like to find a definite simply-defined pigeon-hole for a medium so they may easily understand its place, its field, its purpose.

Wise publishers recognize this condition and try to interpret their medium accordingly—such interpretation coming far ahead of circulation or lineage figures in creating an understanding of why a medium has a place on this or that list.

This pigeon-holing process often is carried out in advertising minds by a process of parallels and comparisons. How close does the given medium come to others the advertiser and agent already know and understand? Then, too, how does it differ?

And so in this field of the national advertising market, the process goes something like this: How close do PRINTERS' INK and PRINTERS' INK MONTHLY come to being like other available publications soliciting the same accounts? They come very close on one word—

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## *for Advertisers”*

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the word “Journal.” There are several “Advertising Trade Journals.”

But right there PRINTERS' INK WEEKLY and MONTHLY differ. There are no other “Journals for Advertisers”—a term or description that has been used and followed by the Printers' Ink organization for forty-seven years.

It is living up to that descriptive term in every activity, editorial and circulation, that accounts for the remarkably small proportion of circulation in “the trade”—publishers, printers, engravers and other *sellers* of advertising. . . . And what accounts for the outstanding net paid circulation among *buyers* or *users* of advertising—national advertisers and agencies.

Only by such a clearly different and distinct publishing policy has such an audience been built and held. This audience constitutes the largest and most influential body of business executives interested in merchandising and advertising anywhere available as a single identified group.



of a man reading an advertisement which announced, almost two years ago to the day, the new Iso-Vis D motor oil, made by the now famous Chlorex Extraction and Propane Dewaxing Processes. It points out that others are hailing their efforts to approximate these processes as "new, revolutionary and sensational" while Standard's research men have been free for the last two years to devote all their efforts toward improving still further the basic quality of the company's motor oil. The copy also explains the practical significance of "Viscosity Index."

The second piece of copy will deal not only with Standard's research laboratories, but with the engineering staff which translates the findings there into practical

commercial usage. Photographic illustration will play a prominent part in the presentation of this message, as it will throughout the campaign.

Succeeding members of the series will deal, in a dramatic way, with the company's transportation facilities, distribution outlets and other important phases of petroleum operations.

The campaign will run in metropolitan markets throughout the company's territory. In cities where rotogravure is not available, black-and-white space will be used.

At present the advertisements are scheduled for appearance at three-week intervals, this arrangement subject to change if findings regarding their effect make a different spacing more advisable.



#### Represent "Young America"

*Young America*, New York, has appointed the following advertising representatives: Atlanta, George M. Kohn; Boston, Lawrence Mitchell; Chicago, F. E. M. Cole; Philadelphia, Duncan P. Macpherson, San Francisco, Don Harway.

\* \* \*

#### Witt, Manager, KGB

Harry W. Witt, since September, 1933, commercial manager of Station KGB, the CBS-Don Lee station in San Diego, has become manager of the station. He succeeds Lincoln Dellar, who has left for New York.

\* \* \*

#### Joins Free & Sleininger

Gene Willoughby, former Western manager of the Paul H. Raymer Company, has joined the Chicago staff of Free & Sleininger, Inc., radio station representative.

\* \* \*

#### Handling Cutlery Account

The Union Cutlery Company, Olean, N. Y., Ka-Bar Knives, has placed its advertising account with Everett L. Bowers, Inc., Buffalo, N. Y.

\* \* \*

#### Four A's Adds Member

Milne & Company, Inc., Seattle, has been elected to membership in the American Association of Advertising Agencies.

\* \* \*

#### Names Street & Finney

The Zem-Zem Corporation, New York, shampoo, has appointed Street & Finney, New York, to direct its advertising. Newspapers and radio will be used.

#### Campaign for Krusteaz

Warner-Clifton, San Francisco agency, has been appointed to handle the advertising for Krusteaz, a prepared pie crust made by Continental Mills, of Seattle. Newspapers, direct mail, and business papers will be used in Northern and Central California.

\* \* \*

#### Name Bachenheimer-Dundes

The Personna Blade Company, Inc., Persona Precision Blades, and The Continental Purchasing Company, both of New York, have appointed Bachenheimer-Dundes, Inc., of that city, to handle their advertising.

\* \* \*

#### Trammel on Air Line Board

Niles Trammel, vice-president of the National Broadcasting Company at Chicago, has been elected to the board of directors of United Air Lines Transport Corporation.

\* \* \*

#### Heads Bryant Paper Sales

E. H. Larkin, recently elected a vice-president of the Bryant Paper Company, Kalamazoo, Mich., has been appointed general sales manager.

\* \* \*

#### With Ontario Agency

Boyd Heaven is now an account executive with the Ferres Advertising Service, Hamilton, Ont. He formerly was with the Russell T. Kelly Agency.

\* \* \*

#### Joins Cleveland Agency

John W. Brown, artist, formerly with the Greene Studios, Cleveland, has joined the Seaver-Brinkman-Gerstenberger, Inc., agency of that city.

# Direct-Mail Figures

They Have Been Pretty Much Guesswork Up to Now, but Better Time Is Coming

By Leonard J. Raymond

President, Direct Mail Advertising Association

**H**OW much is spent in direct mail? How does its volume compare with other media? Do the ups and downs of direct-mail expenditure parallel the ups and downs of the expenditures in other media? After all, what is direct mail?

These are questions that are asked frequently, but have never been answered satisfactorily. Guesses have been made, but, like any guesses, the figures do not have statistical value.

Today there is accurate statistical information concerning almost all the important media. The PRINTERS' INK Advertising Index, for instance, is based on accurate figures concerning five.

Experience in the past has proved the manifold value of such information; yet the important medium of direct mail has been without any really reliable data. The nearest approach to expenditure statistics are the reports of the United States Department of Commerce. Recently one of these was used to show that the production of direct-mail advertising fell from thirty-five million dollars in 1931 to approximately twelve million dollars in 1933, a decrease of 64.3 per cent.

Granted for the moment that the percentage of decrease might be true, many who read these figures felt that the direct-mail totals were total volumes spent. A sorry figure it is, too, when put alongside the more than a hundred million spent in newspapers or the ninety-four million in magazines.

In the form used to obtain the information on direct mail from 16,000-odd printing plants, no commercial or private mailing plants were questioned. Direct mail

comes near the end of the form under "other commercial printing." But sight is lost of the important fact that other sections might well include direct mail. For example, in the classification "Books and pamphlets printed for others," the total volume in 1933 was forty-seven million dollars. Then there are "Lithographing," and "Rotogravure"; I have no figures at hand for these two sections, but the present trend toward the use of offset and rotogravure for broadsides, catalogs, and brochures must have run this volume up to several million dollars in 1933.

## "Catalogs" Are Part of Direct Mail

Another part of the Department of Commerce questionnaire contains additional spaces where expenditures of millions of dollars in direct mail may well be hidden away. One section is headed, "Books, Pamphlets, and Maps," under which is listed "Blue Books, Directories and catalogs." There's ninety-five million dollars reported there. How much of this was spent for catalogs I can't say, except that a well-designed and printed catalog is generally recognized as a good piece of direct mail. The several million dollars reported under "Pamphlets," a sub-division of "General Literature," also probably covers its share of direct mail.

I quote from a letter from the Department of Commerce: "This Bureau does not attempt to determine what is direct-mail advertising. As you will note, a separate entry is provided for this item. The printers to whom this schedule is sent presumably understand to what type of printing the item refers—and therefore it may be assumed

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# The THRILL of a LIFETIME



## and the Advertiser's CHANCE of a LIFETIME

If there is one time in the life of a woman when she is open-minded above all others—a time when she is afire for information, for knowledge, for sound, honest counsel—it is when baby comes.

At that time, and for the next several years, mother is wondering if there aren't a lot of things she should investigate. "What toilet articles, drugs, and medicines are best? There's a great deal of talk about new discoveries in diet. I'll have to check up on cereals, and vegetables, and desserts, and a million other things."

When a woman becomes a mother she is most receptive to advertising. Never will she be so receptive again. Now, literally, is the chance of a lifetime to reach her, while lifetime brand-buying habits are being formed.

Because *The Parents' Magazine* reaches only young mothers, and because more than a third of a million of them (commissaries for an unappeasable army of 1,340,000) seek in its pages the vital guidance they need, more advertisers this year than ever before are coming to the profitable realization that . . .

An Advertiser's Best Friend is a Mother and a  
Mother's Best Friend is the *Parents' Magazine*.

## THE PARENTS' MAGAZINE

9 East 40th St., New York, N. Y. ★ 230 N. Michigan Ave., Chicago, Ill.



that the figures supplied represent the same general class of work throughout the industry."

All very well, but what about the booklets, pamphlets, millions upon millions of letterheads, used for "circular" letters, etc., reported as "commercial printing" but used for direct mail?

How much was spent on direct mail in 1933? In 1931? Was the decrease 64.3 per cent; and out of line with other media; and can we secure figures currently in order that each month's direct-mail total volume may take its place with other advertising media in the comparative figures given in the trade press?

The following table shows the number of pieces of third and first-class mail handled and the Post Office revenue received from each class for the years 1931 and 1933:

Third-Class Mail			
	Revenue	Pieces	
1933	\$ 50,926,364.04	3,753,054,186	
1931	58,274,996.73	4,100,020,837	

First-Class Mail			
	Revenue	Pieces	
1933	\$332,341,206.91	10,877,816,624	
1931	335,835,235.87	15,823,790,675	

It is reasonable to assume that 90-95 per cent of all third-class mail is direct mail. The small volume of merchandise under eight ounces which goes third class is more than offset by the catalogs and booklets, weighing over eight ounces, which go parcel post. To save confusion, let us for the moment, therefore, take all third-class mail volume as an indication of all direct-mail volume.

Here is where some "gu-estimating" comes in. What's the average cost *per piece* of a third-class direct-mail piece—in the mail, complete, including postage? I've produced millions at 4 cents, millions at 5 cents and 6 cents, some at 8 cents, 10 cents and 12 cents. What is your figure? I've questioned scores of advertisers, studied hundreds of cost sheets, and, for the present purpose, I'm going to place the average complete cost of a

third-class direct-mail piece at 4½ cents.

Take 4,100,020,837 pieces in 1931, and it looks like \$184,500,937. For 1933, 3,753,054,186 pieces total \$168,887,438. Postal revenue from third-class mail in 1931 of fifty-eight million dollars and in 1933 of fifty-one million dollars prove these totals to be reasonable, when checked with the average revenue per piece. Furthermore, it indicates that the fall in volume of direct mail sent third class in 1933 as compared with 1931 is not 64.3 per cent but 8.46 per cent.

If there is any question of exaggeration in the above figures, consider first-class mail for a moment. How much of this 332 million dollar postal revenue is direct mail? Very little now, I fear, for, while at one time millions of filled-in "personalized" letters went first class, they are riding third class today in "postage saver" envelopes with metered indicia.

One hardly dares hazard a guess as to what part of this first-class 332 million dollar revenue carries direct-mail advertising. Postal experts tell me that 5 per cent is a conservative figure. We do know that twelve million dollars of this total was spent for Government postal cards in 1933. The Post Office tells me a minimum of 90 per cent of these postal cards are used for direct-mail purposes. A total of \$2,525,012 was spent on first-class "private mailing cards," and again 90 per cent seems to be the figure to estimate the volume of those used for direct-mail purposes.

Now, incidentally, note that we are still talking about 1933, because the Department of Commerce figures compared 1931 with 1933. The Post Office figures for 1934 are available, but why confuse the issue by showing an even larger volume of direct mail in this year?

The purpose of this article is not to build up a big total volume for direct mail—on paper—and then leave it hanging there. Until further checking has been done, I am not even now going to estimate 1933 or 1931 expenditures. The

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attempt here is to build a reasonable basis of estimating, not only how much money is spent yearly on direct-mail carrying charges and on production, but, the basis being founded, to have the resulting figures released monthly, in order that they may be placed for comparative purposes alongside the figures showing the trend of other major media.

Within a month, using the Post Office cost ascertainment figures and methods of computation, we will be able to supply the proper figures for direct-mail volume to fit in its proper place along with the figures regularly reported for other major media.

As the figures reported for newspapers, magazines and radio are

for space and time only and do not include art or copy, and, in the case of radio, talent, it would be unfair to include the direct-mail volume total in the table. Rather two tables should be given, one carrying charges or postage, the other the total amount spent.

Co-operating with the Post Office Department and the Department of Commerce, I believe it is going to be possible to keep these figures and charts up to date with timely and accurate information. When this is done, the business man will see direct mail placed in its proper niche, and can then give this over-grown, gangling, loose-jointed and inarticulated Orphan Annie more serious consideration as a medium.



## Children as Contest Judges

WHEN judges are selected for a contest for children, prominent names usually get first consideration. It is doubtful, however, if the children are very much impressed by big names. Why not, in a children's contest, have children as judges? That is what the Hydrox Ice Cream Corporation, Chicago, has decided to do in its new contest.

Weekly prizes are being offered to boys and girls for the best stories written on their most interesting personal adventures or the finest deed any other boy or girl has done. The stories will be judged by the Hy Council of Hydrox, composed of young representatives of the Boy Scouts, the

Girl Scouts, the Chicago Boys Club, the Off-the-Street Club, the Boys Brotherhood Republic, Camp-fire Girls and the Junior Y. M. C. A. Once a week these young judges will meet, being paid \$2 each time by the advertiser, to pick the winners.

The best story each week will be turned over to a cartoonist, who will illustrate it in a full-color page of pictures for use as an advertisement. The color advertisements are appearing in the comic section of a Chicago newspaper.

The prizes consist of free ice cream. The first prize winner gets free ice cream every week for six months. Each week 1,003 prizes are awarded.



### Sales Managers Elect Gilman

Wesley A. Gilman, of N. W. Ayer & Son, Inc., has been elected president of the Sales Managers Association of Philadelphia. He succeeds John A. Stevenson, Penn Mutual Life Insurance Company. W. D. Gilles, Bell Telephone Company, was elected vice-president. J. LeRoy Smith, W. B. Saunders Company, and Howard G. Ford, W. H. Hoedt Studios, were elected treasurer and secretary, respectively.

### Death of David E. Darrah

David E. Darrah, secretary of the Central Code Authority of the farm implement trade, died at Evanston, Ill., April 20, aged fifty-four. He was advertising and sales promotion manager of the Hart-Parr Tractor Company for ten years. In 1929, when that company became part of the Oliver Farm Equipment Company, Chicago, he continued as advertising manager of the merged organization.

# Your Opportunity

## AND STILL PAY ONLY \$1.34 PER PAGE

**\$2670**  
PER PAGE  
\$6.50 Per Line

**for 2 MILLION CIRCULATION**  
...on Orders Placed Before June 20<sup>th</sup>

**Place Orders Now and Get 300,000 BONUS!**

**\$730**  
PER PAGE  
\$2.00 Per Line

**Saved Each Month Through August 1936 Issues**  
**ORDER NOW!**

**NEW RATE \$3,400<sup>00</sup>**  
**Effective September 1935 Issues**

YOU can have the benefit of Fawcett Women's Group's new guarantee, two-million circulation with the September 1935 issues—but you need not start paying the new rate until September 1936 issues, if you reserve now!

For the first time a women's Group is guaranteeing two-million circulation. And for the first time, a women's Group, made up of two clean-cut Units, each one devoted exclusively to the most important appeals which select young women, is offered to advertisers.

The full million all-movie circulation of Fawcett Screen Unit (the first all-movie group this size ever to be guaranteed) combines with the guaranteed million of Fawcett Fiction Unit to select the women who

are your most profitable prospects. No other women's group concentrates such a big percentage of its circulation among women from 20 to 30 as does Fawcett Women's Group.

It is women from 20 to 30 who are the young brides—learning brand preferences. They are also the young mothers. They are the ones who will be actively buying for their families for the next 20 or 25 years—instead of a possible 10 or 15.

Many more considerations than this amazing bargain make Fawcett Women's Group a logical buy today. Act now—as dozens of leading advertisers have already done in the last two weeks. Send your reservation to the nearest Fawcett Publications office.

**June 20th, Last Day for Protection at Present Rates: \$2670 per page... \$1.34 Per Page Per Thousand for This 2-Million Group**

**Fawcett Women's Group**  
**FAWCETT PUBLICATIONS, INC.**

NEW YORK: 1501 Broadway  
LOS ANGELES: 536 South Main St.

CHICAGO: 380 N. Michigan Ave.  
SAN FRANCISCO: 1014 Russ Building

MINNEAPOLIS: 520 S. Seventh St.

Movie  
Screen

The first  
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can buy the  
\$1,750.00  
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# GET 2 MILLION GUARANTEED CIRCULATION....A. B. C. \$1.3 PER PAGE PER THOUSAND!

**1,000,000**  
**ALL-MOVIE CUSTOMERS**  
**FOR YOU**  
*Between 20 and 30*

## **Motion Picture Movie Classic . . Screen Book Screen Play . . Hollywood**

The first million-circulation movie magazine mill! If you reserve this unit alone now, you can buy this million *all-movie* circulation at \$1,750.00 per page—\$1.75 per page per thousand.

### **NEW RATES Effective September, 1935 Issues**

Page Rate...\$1,850.00 1 Column...\$625.00  
2 Columns...1,250.00 Line Rate... 4.50

### **LOWEST COST HERE, TOO!**

Guaranteed Rate Per Page Per Thousand, \$1.85

**1,000,000**  
**ALL-FICTION CUSTOMERS**  
*Also in the 20 to 30  
Age Class*

## **TRUE CONFESSIONS Romantic Stories . . Romantic Movie Stories**

A solid million circulation devoted to fiction with vital "real-life" romance appeal. Reserved alone now, delivered cost per page per thousand will be only \$1.75, based on \$1,750.00.

### **NEW RATES Effective September, 1935 Issues**

Page Rate...\$1,850.00 1 Column...\$625.00  
2 Columns...1,250.00 Line Rate... 4.50

### **AGAIN LOWEST!**

Guaranteed Rate Per Page Per Thousand, \$1.85

## *Scores of Reservations Received for This New Simplified Group!*

Here at last is what advertisers have been looking for. It has been hard to reach older women. But until Fawcett Women's Group made this smashing guarantee of two-million circulation it has been impossible to select a commanding portion of the young-women audience, guaranteed. At last, the business of selling to young women has become simple.

But more, the new Fawcett Women's Group gives advertisers two well-defined and well-qualified reader groups. No jumble of more or less vaguely related appeals is asked to select Fawcett Women's Group

readers. One million of this circulation is known movie circulation. One million is among readers known to prefer the "confession" type of romantic stories. These two appeals are known to have the strongest "pull" with young women.

For advertisers especially interested in one type of reader alone they afford the opportunity of choosing one million unit or the other, at true group-economy rates.

Place your reservation now. Here is a mass of readers large enough to influence sales throughout the entire young-women audience.



**Fawcett Women's Group 2,000,000 CIRCULATION GUARANTEED A.B.C.**

# Cardalog

Calling Card Evolves into Sixteen-Page Presentation That Sells Goods—at Lower Cost, Too

THE modest, engraved calling cards furnished the salesmen of J. D. Wallace & Co., manufacturers of portable woodworking machines, formerly cost in the neighborhood of 1½ cents each. In small quantities these cards ran as high as 2 cents each. Now, however, the card has grown into a sixteen-page folder and, bought in lots of 25,000 and with changes of imprints to take care of the requirements of thirty-five salesmen, costs eight-tenths of 1 cent each.

Formerly when salesmen made calls upon customers or prospects they left cards and copies of a circular containing information about the Wallace line. The circular was something on the order of an envelope enclosure and cost about four-tenths of a cent. Both card and circular are included in the new "cardalog," the name that the company has applied to its expanded calling card.

In dimension the new cardalog is 4 by 2¾ inches. The cover is made out of folding Bristol board and page one is a regular type of calling card, including company name and address in the center, name of salesman in lower left-hand corner, telephone number in lower right-hand corner.

On pages two and three, Wallace machines are briefly described and many of the uses to which they are being put are listed under separate paragraphs. The rest of the inner pages are devoted to descriptions and specifications of various machines in the company's line, with halftone illustrations.

Another innovation is found on the third and fourth pages of the cover, which when torn off become a postage-prepaid reply card, which may be signed and mailed by anyone wishing further information about the company's products.

According to H. L. Ramsay, vice-president-sales, the cardalog has many advantages over the business card and circular that were formerly distributed.

"It gives the customer a complete picture of our line," says Mr. Ramsay. "It is a novelty which he keeps in most cases. It saves us handing out many of our more expensive catalogs, but one of the most profitable jobs this new cardalog does for us is to bring to the attention of the prospect machines which the salesman might fail to cover.

"For instance, on a recent call that I made, I had planned to talk to the prospect about the Wallace Universal Saw. In thumbing the cardalog, the customer found the electric Shaper and began asking questions about it. Naturally, I covered this Shaper and got an order for the machine. Knowing what I did about the customer, I knew that he did not need a Shaper for the work that he had been doing but he had planned to add a new line, about which no one knew anything except himself. The Shaper was for handling an operation on that line.

"I have had more than one prospect say that he did not know we were making certain machines he discovered in this cardalog."

♦ ♦ ♦

## Appoints Sieck

The Superior Fireplace Company, Los Angeles, has appointed H. Charles Sieck, Inc., Ltd., of that city, to handle the advertising of its Fireplace Heat Circulators.

## Joins Sheldon Printing

Richard W. Coburn, recently head of the printing department of the Evanston, Ill., *News-Index*, has joined the Sheldon Printing Corporation, Chicago, as sales manager.

# I See Where . . .

**MOODY'S INVESTORS SERVICE** issues general bulletin on inflation. . . . Seventeen States now imposing taxes on cigarettes ranging from 2 to 5 cents a package. . . . Canadian circulation American magazines only 50 per cent of that in 1930 owing chiefly to Canadian tax, says *Marketing*. . . . Washington whispers FHA and HOLC may be merged now that Administrator Moffett has handed in his resignation, according to *United States News*. . . .

West Virginia's first liquor agency opens at Greenbrier Hotel, White Sulphur Springs, on April 20. . . . \$12,000,000 to be spent on nation-wide census of unemployed. . . . Senate ratifies new treaty providing for automatic copyright in all signatory nations of any literary subject receiving this protection in its home country. Over forty nations have now ratified this treaty drafted in Rome in 1928. . . . R. B. Thompson, Chicago, succeeds E. G. Johnson on code authority of advertising and typography division graphic arts industry. . . .

Securities and Exchange Commission issues interpretation as to requirements for showing "cost of goods sold" in profit and loss statements as follows: "Merchandising organizations, both wholesale and retail, may, in profit and loss statements, interpret the Commission's requirements for stating 'cost of goods sold' to include in such item occupancy, buying and publicity costs. In such case direct selling expense and general and administrative expense shall be shown aggregated and shown separately." . . .

Congressional "must" list now whittled down to include social security, NRA extension, utilities holding company legislation, banking, taxes and increase in funds available for HOLC, according to New York *Herald Tribune*. Looks as though AAA amendments and food and drug bill are dead for this session although anything can happen before August 1. . . . Sub-committee of Senate Post Office Committee kills Hobbs' bill prohibiting insurance companies from using mails for solicitation of business in States where they are not authorized to operate. . . .

Major Benjamin H. Namm, president of Namm's store, Brooklyn, writing in New York *Times*, scores Federal stimulation of consumer co-ops stating: "It is estimated that the sales of privately owned retail stores amounted to approximately twenty-five billion during 1934. Of this amount over three billion went for wages, over one billion for taxes and about five hundred million for advertising." . . . Federal Communications Commission examiner recommends denial of applications of Stations WARD, WBBC, WVFW and WLTH, all of Brooklyn, N. Y., as "not in the public interest" and advises channel be given to Brooklyn *Daily Eagle*, according to Washington dispatch in New York *Times*. . . .

Division of Subsistence Homesteads announces establishment of \$195,000 project at Raleigh, N. C., and another near West Frankford, Ill. . . . State legislatures with their retail price maintenance bills, sales taxes,

chain-store taxes, etc., getting in manufacturers' hair. . . . Brookings Institution publishes report on NRA calling it virtually failure while Donald R. Richberg takes violent exception thereto. . . . Schechter case on constitutionality of NRA to be heard by Supreme Court May 2 with Donald R. Richberg to participate on Government side. . . .

Looks like rough row ahead for newly formed American Retail Federation with independent druggists and hardware merchants hostile and many manufacturers inclined to regard it as anti-manufacturers association. Thought of many is that retailers can never get together any more than can manufacturers. . . . Retail trade in most of the important cities of the country did not move forward last week, according to Department of Commerce, while Dun & Bradstreet report bad weather slowed down retail and business trade and "previous estimates of April volume of retail trade have been revised downward, but the feeling is general that much of the loss will be recovered during the final week of the month and in the early part of May." . . .

Dollar volume of retail financing of new passenger cars up 41 per cent over March, 1934, and 35 per cent over February, 1935, according to Bureau of Foreign and Domestic Commerce. . . . Business conditions improved in March and first half of April with building and motor industries reporting greatest gain. Distribution and trade advanced but less than the usual seasonal increase over February while retail sales of department and variety stores and 5 and 10-cent chains lower than in March, 1934, according to National Industrial Conference Board. . . .

"Although recent developments have aided in improving sentiment they do not carry sufficiently to change conclusion that trend of industrial activity will be lower during remainder of second quarter," says Standard Statistics Company. . . . *Review of Reviews* index of general business 66.8 on April 13 against 66.3 previous week, and 64.8 corresponding week, 1934. . . . *Business Week* index 62.7 against 63.4 preceding week, 65.5 year ago and 70.3 average 1930-34.

G. M. S.



#### Art Directors Club Awards Medals

At a preview held last week in Macy's, awards were presented in the fourteenth annual exhibition sponsored by the Art Directors Club of New York.

The club's medal for the best photographic illustration was awarded to R. H. Macy & Company. Gray O'Reilly was the photographer and Howard Richmond, the art director. First award for the design of a complete advertisement went to the Lever Brothers Company. The J. Walter Thompson Company was the agency. Paul Berdanier, the artist, and Gerald Link, the art director.

In the color paintings and drawings classifications, the Condé Nast Publications was the medal winner. Edna Reindel the artist and Dr. M. P. Agha, the art director. First honors in black-and-white went to the Hawaii Tourist Bureau, with Bowman-Deute-Cummings as the agency. E. Melbourne Brindle, the artist and C. B. Richardson, the art director.

PRINTERS' INK MONTHLY for May will illustrate the gold medal winners.

#### Will Outline A. N. A. Research

A report on the work undertaken by the Advertising Research Foundation will be presented at the semi-annual meeting of the Association of National Advertisers, to be held at White Sulphur Springs, W. Va., May 6 to 8. Lee H. Bristol will outline the scope of five selected projects.

His report will be delivered at an open session at which Raymond Rubicam, president of the American Association of Advertising Agencies and L. E. McGivern, New York *Daily News*, will be speakers. S. Clay Williams, vice-chairman of the R. J. Reynolds Tobacco Company, will be the principal speaker at a banquet to be held on May 7.

Closed sessions will be held May 6 and also on the morning of May 7 which will be devoted to radio problems. Speakers will include Chester J. La Roche, president, Young & Rubicam; Dr. D. P. Smelser, Procter & Gamble Company, and George Bijur, Columbia Broadcasting System.

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# About Talking To One's Friends

**When You Have Some Good News To Tell,  
Why Not Tell It?**

**By Harry Merrill Hitchcock**

**Y**OU friends of mine are widely scattered. We don't see each other as often as I wish we could. But I'm so sure you'll all be glad to hear good news about me, that I've been studying how best to tell you.

I'd like to tell each one of you face to face. But of course I can't. I don't see how I could even write letters to you all. It's swell to remember what a lot of you there are; but it does complicate things.

Still, most of you read **PRINTERS' INK**; and may think of me in connection with it. So I'm hoping each one of you will feel, reading this, as though Harry Hitchcock were sitting opposite you, telling you the news.

What news? Look down below! Oh, don't get too thrilled. The Merrill Advertising Company, Inc., is hardly a big enough pebble to raise a ripple in the agency pool. But it has solid financial backing; some business already in the shop; and definite, practical ideas about its job.

There are things every business needs, which when well done mean more sales at less cost. "Advertising," "marketing," "merchandising," "publicity," "sales analysis," "sales promotion," "sales training"—the labels don't matter. It's the

*results in greater sales efficiency that count.*

Not all of you know the whole story of the way in which, during the past twenty years, I've worked my way through every phase of all those jobs. But you can take my word for it; I've had a chance to learn each of them in detail, and also to learn how each one fits into the others, and how they all fit into the sales job as a whole. And it's what I've learned in those twenty years that constitutes the claim of this company to usefulness today.

Anybody who retains The Merrill Advertising Company, Inc., in any capacity, is simply hiring the brains and experience; the writing, planning and directing ability of Harry Merrill Hitchcock. And you who know me and have worked with me have a definite idea what that means. I'm resting the case of this new venture of mine pretty much in your hands.

And aside from my hopes for some work to do, I'd certainly welcome a word from any of you; if only to tell me you're glad to hear the news.

**THE MERRILL ADVERTISING COMPANY, INC.,**  
40 East 49th Street,  
Tel., PLaza 3-9190,  
NEW YORK, N. Y.

(Advertisement)

# Anniversaries

**They Present Unusual Advertising Opportunity, but Also Tempt the Stuffed Shirt and the Orator**

FELT & TARRANT MFG. CO.  
CHICAGO, ILL.

*Editor of PRINTERS' INK:*

Next year will mark the fiftieth anniversary of the first marketable Comptometer adding-calculating machine. At this time we are considering the advisability of calling public attention to this particular anniversary.

Do you have a record of stories published describing how other organizations have celebrated successfully their important anniversaries? If so, we would appreciate your informing us of them. Since our file of **PRINTERS' INK** dates back nearly twenty-five years, it will only be necessary for you to give us the name of the article together with the date of issue.

R. F. DRAKE,  
*Advertising Department.*

**H**AVING a birthday, whether commercial or personal, is a serious business. When it begins to run up into the high numbers it offers a company an unusual opportunity.

A fiftieth anniversary, for instance, is laden with meaning. It indicates prolonged business success and that means many things, chief among them a good product, good management, good relations with customers, and satisfactory service to business, the community and employees.

No manufacturing organization can be blamed if, on the occasion of an important anniversary, it decides to step out and do a little bragging. It is to be blamed, however, if it does not turn the bragging into commercially successful channels.

Frequently the advertiser becomes so excited about the fact that he has been in business fifty years that he overlooks the important fact that people are pretty

largely disinterested in that fact. They are far more interested in his product and what it will do for them.

Overcome with years, the advertiser indulges in the kind of historical advertising that can interest nobody but himself and one often wonders how even he can be very much interested in the kind of messages he writes.

The most dangerous temptation is to interrupt the regular tenor of a company's advertising to indulge in a debauch of pride. What was last year effective selling copy suddenly turns into an apparently endless continued story, indicating that, next to George Washington and the United States Army, the Blank Underwear and Spinach Company has been in the forefront of the advance of American civilization. To all of this, of course, the prospect who should buy Blank merchandise replies with an utterly non-commercial apathy.

Thus the anniversary should be used as evidence of successful manufacture, not as a sole sales argument. "Because we have been in business fifty years we are able to make our present excellent quality of merchandise" means a lot more than "We've been in business fifty years and that's great."

In far too much anniversary advertising sounds the latter keynote.

As a writer once said in **PRINTERS' INK**, "The anniversary is not so much an occasion for congratulations as for a serious accounting of what has gone before and of how past failures can teach future success."

What are some of the methods used to capitalize the anniversary?

First, of course, is advertising. An excellent example of what an advertiser can do is furnished by the Norwich Pharmacal Company campaign now running. A typical

advertisement shows a small boy smiling at the reader and the headline says, "A Contribution to Child Health." The copy then goes on to emphasize the Norwich products that contribute to children's well-being, offers the company's child health chart and then refers to the fifty years of service.

It is better to forget the anniversary in advertising than to let it interfere with the sales message. On the other hand, the skilful advertiser can do as Norwich is doing and make the anniversary a definite contribution to the sales punch of his company's advertising. It is exceedingly doubtful if a product which requires how-to selling copy should use a historical theme except as an incidental background. Institutions like banks have a definite selling theme in age and they may be able to emphasize their stability by using the historical motive. For most manufacturers, however, history and publication advertising had better be kept separated.

If an advertiser wants to devote himself solely to his anniversary, he may be allowed this indulgence

for one advertisement. A number of companies have been really successful in using a single advertisement on the anniversary year to talk about age, history and all the other components of anniversary advertising. They have used this as a definite sales argument, have pushed it for all it was worth once, and then have gone on with their regular campaign, pushing age into the background and at most using it as an incidental feature of the campaign.

Second on the list of birthday possibilities is the history of the company. In a history the manufacturer can let all of his pride and interest in history have full sway. Here he can dig up all the old photographs, the old records and anything else that has to do with the history of his company.

Of course, literature of this kind cannot be broadcast widely because of the expense of preparation. Writers trained in historical methods should be employed to do this work and if they are to do it properly, they must take time.

Furthermore, a cheaply prepared history will not give the recipient



Some advertising pieces used by prominent companies in celebrating an anniversary

much of an impression as to the importance of the company.

PRINTERS' INK receives from time to time examples of anniversary booklets and almost without exception they are interesting as well as imposing.

These histories should be prepared with the idea of a limited distribution to key customers and other important people to whom the history will be of interest and whose good-will is of unusual value.

Frequently the advertiser may prepare two books, a de luxe edition and a cheaper abridged version for more general distribution. This assures wider distribution of the history and keeps down costs.

Third on the list of possibilities are such things as exhibits, fairs and the like. The most elaborate of these, The Fair of the Iron Horse, staged several years ago by the Baltimore & Ohio Railroad, was a striking example of what can be done if enough time and money are centered in such an effort. Thousands of people went from all parts of the country to Baltimore to view this fair.

Few companies can afford this type of effort. On the other hand, they can arrange exhibits at the factory or the headquarters office, if it happens to be in a city removed from the factory. Here such an exhibit is viewed by hundreds of important people and special effort can be made to get desirable visitors. The manufacturer cannot hope to get full value out of an exhibit of this kind, however, if he does not make a special effort through letters and personal work to get visitors.

Frequently the anniversary offers excellent opportunity to bring out new packages or new products. This has particular value because it says to the public, "Although our company is fifty years old, we are still just as interested in new things as we were the day we started."

The current new Mazola package is being nicely tied in with the company's twentieth birthday. Frequently companies find an excellent sales hook in this type of activity.

It is an excellent sign of a com-

pany's vitality if on an anniversary it steps aside from self congratulation to serve notice that it is looking ahead and not backwards.

Fifth on the list is the use of premiums. Several companies have taken the opportunity to tie up a premium deal with an anniversary. Lever Brothers, for instance, on the tenth birthday sale of Lux Toilet Soap, offered studio portraits of movie stars. This is just one example of the possibilities.

Occasionally a company can build new good-will among its retailers by offering on the anniversary something special in the way of a souvenir or some other type of gift. These may be expensive, but in the long run the good-will value may justify the expense.

#### Opportunities in the House Magazine

The house magazine should not be overlooked as an anniversary possibility. A historical issue of such a publication gives a company an opportunity to reach prospects that it may not be able to afford to reach with an expensive anniversary book. The special issue of the magazine may be a boil-down of an anniversary book which offers an excellent source for illustrations and historical information.

The stockholders, of course, should not be overlooked if there is a sufficient number of them to make a special publication for them worth while. Frequently the special anniversary book is mailed to the stockholders. Where this is too expensive a process they may get a special book, prepared more inexpensively. Any company that believes in stockholder good-will should investigate the possibilities of an anniversary for cementing better relations with stockholders.

Finally, there is the anniversary sales drive which is of particular value in working with the sales force. Executives looking around for new ideas are quick to grasp the anniversary as a natural.

Almost any type of sales drive can be tied up in some way with an anniversary and made of value. The method of tie-up depends entirely on the sales executive and

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the type of sales force that he has.

There are plenty of methods of capitalizing on an anniversary. It is up to the advertiser, however, to see that in celebrating he does not waste money but, rather, makes the birthday an opportunity for building more good-will, tying closer to him those important people whose good-will is of value and, finally, of fitting the birthday into the sales program so that each contributes to the other.

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#### Enjoins Distillery from Using Race Track Name

The Churchill Downs Distilling Company, Inc., Louisville, Ky., has been enjoined from using Churchill Downs on its labels as a trade-mark by Circuit Judge Churchill Humphrey, of the Jefferson County Court. Although the court expressed doubt of its legal authority to enjoin a non-competitive business in the use of a name, it held that the distillery company was taking advantage of advertising and good-will established by the Churchill Downs race track dating back to 1875.

Attorneys for the race track said that the use by the distillery of a facsimile of the race track on its whiskey label created the impression that the track owners might be connected with the distilling company.

The distillery was given until July 1, 1936, to remove the name from its corporate title, allowing sufficient time for an appeal to be made to a higher court.

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#### New Addresses

*Financial World*, New York, has moved its editorial and business offices to 21 West Street.

William G. Seidenbaum Advertising Agency, after May 1, 9 East 40th Street, New York.

*Young America*, 32 East 57th Street, New York.

Free & Sleining, Inc., New York office, after May 1, 110 East 42nd Street.

Charles Perry Weimer, illustrator, 149 East 48th Street, New York.

Frederick Bradley, commercial photographer, 12 East 38th Street, New York.

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#### Affiliation Program Plans

Plans are about completed for the annual convention, to be held in Pittsburgh on May 10 and 11, of the Advertising Affiliation. Speakers will include Chester A. Lang, president, Advertising Federation of America; A. L. Billingsley, Fuller & Smith & Ross; William E. McFee, American Rolling Mill Company; A. J. Wilson, Audio Productions, and David Smart, publisher, *Esquire*. W. C. Arthur, Ensign Advertising Agency, is general chairman.

# GOOD COPY

puts the  
reader's time  
to good use.

**HAWLEY  
ADVERTISING  
COMPANY  
INC.**

95 Madison Ave.  
New York City

# Chain-Store Sales for March

Company	March 1935	March 1934	% Chge.	3 Months 1935	3 Months 1934	% Chge.
*Sears, Roebuck (a)	\$29,007,986	\$22,362,353	+29.7	\$52,155,052	\$42,758,248	+22.0
*Mont. Ward (b)...	22,783,089	18,312,477	+24.4	40,687,975	33,734,370	+20.6
Safeway Stores (c)...	20,770,761	17,810,088	+16.6	59,894,904	51,804,963	+15.6
F. W. Woolworth ..	20,482,647	24,035,139	-14.8	55,849,497	60,033,508	-6.9
Kroger G. & B. (d)	17,995,839	17,389,973	+3.4	52,728,694	49,483,312	+6.5
J. C. Penney .....	15,507,486	16,484,079	-5.9	40,472,500	40,666,213	-0.4
S. S. Kresge .....	10,328,161	12,320,725	-16.2	27,791,636	29,942,601	-7.2
American Stores (e)	9,048,869	9,234,926	-2.0	29,098,397	28,912,226	+0.6
W. T. Grant .....	6,953,087	6,774,303	+2.6	17,697,402	16,156,960	+9.5
S. H. Kress .....	5,472,265	6,330,794	-13.6	15,202,297	16,520,786	-8.0
Walgreen .....	5,028,955	4,618,455	+8.9	14,364,966	13,001,674	+10.5
National Tea (f)...	4,898,378	4,747,235	+3.1	14,215,421	13,826,925	+2.8
J. J. Newberry ...	3,021,008	3,329,179	-9.2	7,894,687	7,984,216	-1.1
Lerner Stores .....	2,371,983	2,584,812	-8.2	4,209,661	4,172,668	+0.9
G. C. Murphy ....	2,266,253	2,246,132	+0.9	5,960,468	5,385,069	+10.7
Melville Shoe (g)...	1,699,250	1,543,401	+10.1	4,868,693	4,159,503	+17.0
Interstate Dept. (h)	1,586,640	1,836,230	-13.6	2,688,135	2,905,561	-8.9
Peoples Drug Stores	1,558,292	1,450,922	+7.4	4,453,338	4,023,175	+10.6
Jewel Tea (i) ....	1,439,369	1,335,685	+7.7	4,285,278	3,826,920	+11.9
Dominion Stores (j)	1,417,909	1,528,273	-7.2	3,997,071	4,382,421	-8.8
Western Auto Supply	1,372,000	1,114,000	+23.1	3,484,000	2,866,000	+21.5
Neisner Bros. ....	1,335,032	1,562,650	-14.5	3,382,817	3,536,148	-4.3
Lane Bryant .....	1,210,220	1,321,870	-8.4	2,844,317	3,047,312	-6.6
Rose's Stores .....	290,727	237,261	+22.5	746,029	622,699	+19.8
M. H. Fishman ....	214,198	226,586	-5.4	571,897	542,593	+5.4

\*Includes both chain and mail-order sales.

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|--------------------------------------|----------------------------------|
| (a)—4 and 8 wks. ended Mar. 26.      | (f)—4 and 12 wks. ended Mar. 23. |
| (b)—For March and two months.        | (g)—4 and 12 wks. ended Mar. 16. |
| (c)—4 and 12 wks. ended Mar. 23.     | (h)—For March and two months.    |
| (d)—4 and 12 wks. ended Mar. 23.     | (i)—4 and 12 wks. ended Mar. 23. |
| (e)—4 wks. and 3 mos. ended Mar. 30. | (j)—4 and 12 wks. ended Mar. 23. |

## Number of Stores in Operation

End of March		End of March	
1935	1934	1935	1934
Kroger .....	4,313	Melville Shoe .....	584
Safeway .....	3,256	W. T. Grant .....	466
Jewel Tea (units)....	1,560	S. H. Kress .....	232
J. C. Penney .....	1,474	G. C. Murphy .....	186
National Tea .....	1,232	Peoples Drug .....	117
Kresge .....	734	Neisner Bros. ....	85
			80

The variety and apparel chain-store sales for March show a decline from last year. The business of these chains was seriously affected because Easter sales, which are the second best of the year, came in March, last year, while this year the Easter buying will be in April.

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# Telling the Stockholder

Annual Report, Neither Soap Box Nor Editorial Page, Should Contain Only Information about Company

By Andrew M. Howe

FOR many years the PRINTERS' INK Publications have been campaigning for full and complete reports to stockholders. Corporation executives have been advised to take their stockholders into their confidence because stockholders are entitled to know the facts, and have been warned that the time was coming when much of the information being withheld would be made mandatory by law.

While there still are many companies that seem to send even their brief reports begrudgingly, the trend has been very strongly in the direction of complete reports.

This season's crop of annual reports is particularly praiseworthy and stockholders undoubtedly are gratified to have so many facts and figures and comments presented to them. It is possible, however, that many of them, upon studying the reports, will discover that there is considerable irrelevant material. Misled, perhaps, by the apparent growing interest among stockholders in the affairs of their companies, some corporation executives are using the annual report for a platform. In addition to facts and figures, even in place of them, presidents are delivering lectures on economics, politics, citizenship, taxes and other matters of current interest. Instead of being a report on the progress of the company, the president's remarks are a report on the progress of the nation.

No one can quarrel with the business man who gets all excited about the ways of the world and its people. Corporation executives are not to be deprived of their freedom of speech privilege. But when they start to look upon stockholders as political fodder and climb

on a soap box to expound their theories and remedies, then it may well be that they are abusing a privilege.

After all, what is the purpose of a report to stockholders? When the Committee on Statistical Reporting and Uniform Accounting for Industry submitted its study of this subject,\* it stated that "Financial reports made by corporations to their stockholders . . . are the principal means by which interested persons endeavor to appraise the position and accomplishments of large corporations." This committee's report discussed at some length the material that should be given to stockholders. Corporations were criticized for not revealing more of the facts about their operation but there was no suggestion that the officers should editorialize and philosophize on what is what and why.

## Personal Opinions and Prejudices Not Advisable

The majority of the leading companies, judging by their reports, seem to agree that only matters directly relating to the affairs of the company should be included. Personal opinions and prejudices of the officers are omitted.

On the other hand, there are others who want to criticize the Government, or praise it, want to fight for lower taxes, or higher ones, desire to kill the NRA, or save it, and use the annual report as a vehicle for the expression of their personal opinions.

Is it fair for a man to present one side of a controversial issue to a small group of people, using

\* See "What to Tell Stockholders," by Andrew M. Howe, PRINTERS' INK MONTHLY, October, 1934.



their own money (for they are the owners of the business and stockholders' reports are a company expense), to propagandize? There are things going on in Government, in business and in life, of which all of us disapprove. We all have our pet peeves, we would all like to change certain things. Many of these things vitally affect a great many businesses. But usually there are two sides to the more serious problems. Just because we individually do not happen to approve, should we take an unfair advantage, and that is exactly what corporation executives do when they talk too much in annual reports, in order to gain support for our side?

#### Should Not Aim to Make the Headlines

Annual reports, I submit, should contain facts and figures about the company involved. They should not contain features or statements designed obviously to make the headlines. If the president of a company wants to make a statement to the public, let him do it in the regular way. Let him present his arguments for or against legislation, practices or policies, where these statements should be made.

Talking too much in the annual report may be bad business. When an executive starts to editorialize he stands the chance of antagonizing stockholders who disagree with him. This isn't a good way to build stockholder good-will and many companies, in some industries particularly, can't afford in these days to lose any of the little good-will they have among stockholders. In addition, a tirade against things as they are today may sound like an alibi. Stockholders would a lot rather hear about the plans of a company to beat present conditions as they are than they would an appeal to them to write their congressman in order to change things.

I imagine that Jesse Ricks, president of the Union Carbide and Carbon Corporation, could find plenty to complain about if he wanted to. He may, for all I know, think that the end of civilization is not far off. Perhaps he doesn't like a lot of the things the

Administration is doing. There must be many State laws pending that would adversely affect some of the 164 plants that this company has scattered across the country. A large user of power, this company must be watching TVA. Rising taxes undoubtedly concern Mr. Ricks. The railroads are one of the Carbide company's biggest customers and their future will affect the earnings of this corporation. It would be difficult to mention any current problem, political or economic, that does not in some way affect the destiny of the Union Carbide and Carbon Corporation.

But the stockholders don't want Mr. Ricks to tell them what he as an individual thinks about these things. They want to know what progress was made by the company during 1934. It is part of the management's duty to cope with conditions as they are. Stockholders don't want Mr. Ricks to offer excuses and alibis.

In his annual report Mr. Ricks sticks very closely to the facts. Read this first paragraph from his company's report:

"The year's operations, as reflected in the published quarterly statements, resulted in a continued increase in the earnings. While this increase is partly due to improved business conditions, it was in a large degree the result of the introduction of the newer products and the expansion of uses for the older products developed by the Corporation's research, development, manufacturing and sales organizations."

Then he continues to discuss income and balance sheet figures, construction and capital expenditures, research and development, employees' relations, the operations of the different subsidiaries, and a lot of other matters directly concerning the stockholders' money.

The annual report need not be too factual. There is no necessity for dullness. The president can, if he wishes, put a little humanity and personality into the report. He can discuss the problems that are facing the business and the industry so long as he does this fairly, impartially and calmly. Along with his annual report for 1934,

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G. F. Swift, president of Swift & Company, gives stockholders an insight into the theory and practice of central markets and livestock prices. This is done in order to answer the questions of stockholders and farmers, too, about this misunderstood subject. Mr. Swift, however, doesn't stand up and figuratively wave his arms and tear his hair about farm legislation. "We have co-operated fully with the various recovery and relief agencies of the Government," he says briefly, "not only with the Federal Emergency Relief Administration but also with the Agricultural Adjustment Administration and the National Recovery Administration."

Of course, this whole matter of what should and should not be included in stockholder reports is controversial itself. Quite a number of leading executives, who cannot be accused of unfairness, believe that stockholders are anxious to hear the views of corporation executives and that the annual report is a good place for the expression of these views. The remarks of these men, made in stockholder reports, are picked up by the newspapers and given considerable prominence. But wouldn't it, perhaps, be just as well to issue such statements direct to the press? Interested stockholders undoubtedly would read these remarks. Then the officer wouldn't be open to the criticism of using stockholders' money to disseminate his personal views or be accused of making a selfish appeal to investors.

Those corporation executives who are at all active in politics should be especially careful to avoid any appearance of trying to get votes for their parties or candidates in this way. Stockholders become aware of an officer's political leanings or affiliations and they are likely to discount anything he says that appears to be biased. If his remarks in the report of the progress of his company have the appearance of political propaganda, then the whole report may suffer, for stockholders may wonder just how much of the entire report can be believed.



It's a very good sign  
if you demand the genuine

# HASTINGS GOLD LEAF

HASTINGS & COMPANY 252, 1920 PHILADELPHIA & CHICAGO

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Director of Research, McCann-Erickson, Inc.

reflects more than the usual seasonal increase.

The general index for March also registers a gain of 6.8 per cent over March, 1934, when the index was 73.8. This increase is smaller than the rise of 8.3 per cent for February, as compared with the same month a year ago.

The radio index for March, 1935, is 179.6, representing a decrease of

## 100 • MONTHLY AVERAGE 1926-1932 INCLUSIVE

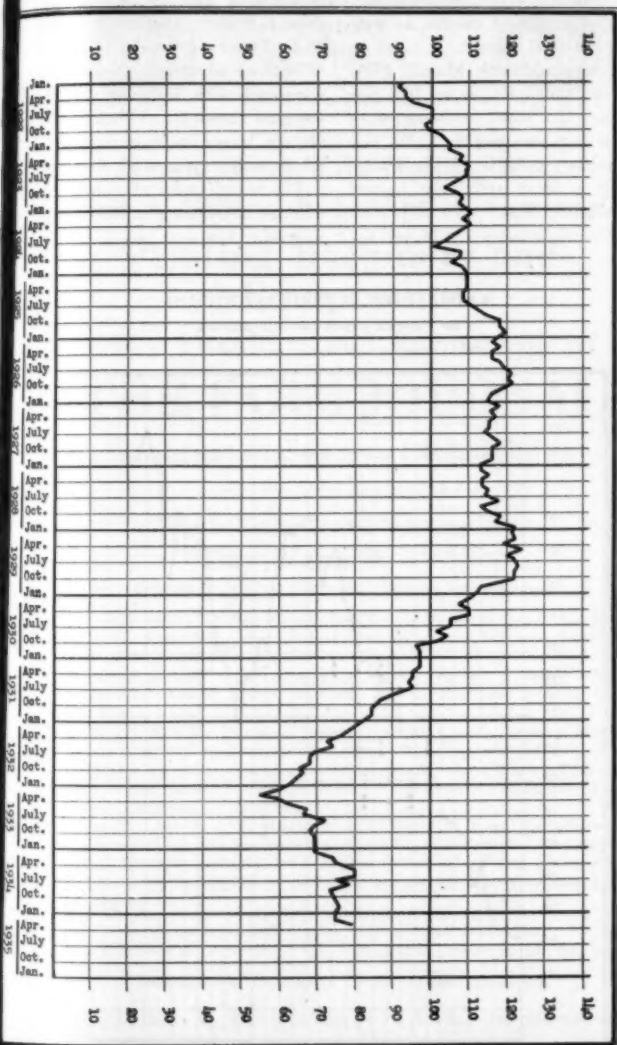
Corrected For Seasonal Variation



GENERAL INDEX OF ADVERTISING ACTIVITY BY MONTHS

100 = MONTHLY AVERAGE 1928-1932 INCLUSIVE

Corrected for Seasonal Variation



3.6 per cent from February, when it was 186.3. This is the decline from February after correction was made for length of month, as well as for seasonal change.

As compared with March, 1934, however, the index is up 20.3 per cent over last year. Although during the last two months radio has had minor setbacks, it is maintaining a level strikingly higher than that of 1934.

The outdoor index for March re-

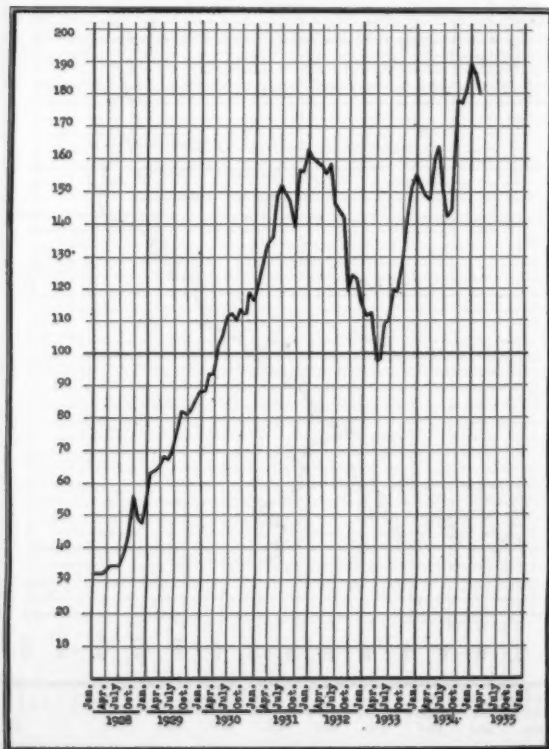
corded a very substantial pick-up over February. It stood at 60.1, which is a gain of 24.7 per cent from February, when the index was 48.2. There is normally an increase in outdoor advertising in March as compared with February, so that the gain shown by the index represents a larger increase than would normally be expected for the month.

The March index also shows that outdoor advertising is 19.7 per cent over March a year ago.

#### MONTHLY INDEX OF RADIO ADVERTISING

100 = MONTHLY AVERAGE 1928-1932 INCLUSIVE

Corrected For Seasonal Variation





## Receivers' Sale in Equity

U. S. District Court,  
Eastern District Pa.  
March Term, 1935

*International Paper Co. vs.  
Wilmer Atkinson Co.  
In Equity No. 8611*



# Name, Good Will, Mailing Lists Over a Million Subscription Contracts Printing Machinery and Equipment

## Office Furniture and Furnishings of "THE FARM JOURNAL"

Washington Square, Philadelphia

*To Be Sold at Auction*

**Wednesday and Thursday,  
May 8 and 9, 1935**

**At 10.30 A. M. (D. S. T.) Each Day on the Premises**

**COMPOSING ROOM EQUIPMENT:** 35 Hamilton type, cut and galley cabinets; 3 Hamilton imposing stands, cutters, 525 fonts foundry type, proof press, furnaces, monotype caster, 2000 lbs. metal, etc.

**PRESS ROOM:** 4 Cottrell multicolor rotary presses, 2 Miehle cylinder presses, Harris 2-color automatic and C. & P. job presses, ink mill, etc.

**PLATE ROOM:** Watson & Stillman hydraulic press; shaving, beveling, routing and cooling machines, gauges, saw tables, trimmers, etc.

**BINDERY:** Rowe trimmer, Seybold cutter, 3 Dexter folders, 2 Cleveland folders, American Juengst 20 box, 9 signature magazine, stitchers, inserting and mailing machine, etc.

**MULTIGRAPH AND MAILING EQUIPMENT:** 2 mail list printers, 3 addressers, 7 reliefographs, stencil reels; mimeograph, ditto-graph and multigraph machines, type setters, drums and address plates, etc.

Also shipping equipment, cafeteria equipment, office furniture and equipment, etc.

By Order Arthur H. Jenkins, Arthur Pennell, Receivers  
Duane, Morris & Heckscher, Esqs., Philadelphia, Attorneys for Receiver

*Descriptive Catalogs Upon Application to*

**SAMUEL T. FREEMAN & CO., Auctioneers**

27 William St. 1808-10 Chestnut St. 80 Federal St.  
NEW YORK PHILADELPHIA BOSTON

# Dr. Samuels Protests

## Wherein There Is Text for Discussion of Medical Ethics as Related to Advertising

HOTEL PHYSICIANS' ASSOCIATION  
OF AMERICA

Editor of PRINTERS' INK:

I thank you for the copy of your editorial of March 14\*—a masterpiece of destructive criticism with evasion of the issue of a most worthy humanitarian national movement.

Because you have so wilfully distorted the real issue, I accept your invitation to comment on that editorial.

My article outlined the concerted action being taken by the Hotel Physicians' Association of America to insure the traveling public's health and welfare. If that outline was not news, but a request for free advertising (as you infer) then I plead guilty, not to deception or dishonesty, but to a lack of forethought that the article may meet an occasional journalist who measures public welfare and safety in terms merely of dollars and cents.

The problem in my article is not concerned with "a doctor's financial benefit," whether he be a member of the H. P. A. A. or not, nor does it call for a symposium on ethics—it is vitally and primarily concerned with the welfare and perhaps the very life of the millions of people when traveling and away from their families, and family physicians.

There is no deception or dishonesty whatsoever in a letter which states that "we are a non-profit organization and have no funds with which to buy space to make the facts known to your readers, and if we had such funds, under our code of ethics, we do not advertise." I did appeal to public-spirited editors—not with hat in hand, or by way of the back door, as you imply, but in the same outspoken sincere manner characteristic of men of my calling.

Since apparently your profession is one that calls for a stipulated

amount of money for every square inch of type matter printed, you are likely not in sympathy with a cause that is purely altruistic in its aims. But let me bring this nearer home to you.

Suppose someone near and dear to you has occasion to travel and require the services of a doctor, hundreds of miles away from your trusted family physician. Wouldn't you feel safer in the secure knowledge that no matter what hotel they might be residing at, the doctor in whose care they are is a qualified member of the H. P. A. A.?—Which means that he must be a graduate of an accredited Class A School of Medicine, with hospital and seasoned experience; and has all the advantages of a required affiliation with a regular ethical medical society, under the jurisdiction of the American Medical Association, and thus his morals and business practices are without question, this being checked by the H. P. A. A. annually.

Unless you are far different from the average traveler and business man, whose experiences with this problem do not seem very favorable or flattering, you know what your answer to this question will be.

It is for the purpose of eliminating certain existing evils in hotel medical practice and to gain the public's deserved confidence that the Hotel Physicians' Association of America was organized and you, as well as every one of your readers who travel, should be vitally interested in the movement.

Your editorial says the H. P. A. A. is "seeking to blurb the prestige of its members." That is an erroneous statement and misleading: The Association is earnestly and honestly endeavoring to benefit, first of all, the traveling public, over whose health there must be some strong and far-reaching safeguard.

In fairness to all concerned, I ask that you give this letter the same

\* "It Just Isn't Honest"—page 110.

Apr. 25.

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prominence as that destructive editorial which denounced our aims and belittled our altruistic cause.

M. W. SAMUELS, M.D.,  
*President.*

AS we remarked in that March 14 editorial, the more we ponder upon those commandments in medical ethics that touch upon advertising, the more mystified we become; and Dr. Samuels' letter, well-meaning as it is, serves merely to make the mystery murkier.

First, there is a difficulty in terminology; and terminology is a starting-point matter about which journalism, no less than medicine, must be careful. What Dr. Samuels sent to **PRINTERS' INK**—and what we did not publish, but commented upon editorially—was not an article. It was a publicity release.

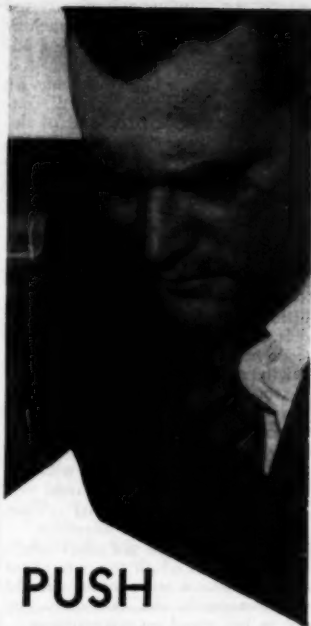
In journalistic appraisal, an article and a release are vastly different. Perhaps we can clarify the difference by drawing an analogy. When a doctor writes a paper for his medical journal, he sends it exclusively to that journal's editor; and, unless the physician-author has a scalpel to grind, he does not process his monograph in advance and send out copies wholesale, one copy each to every publication that, on a chance, might print the piece.

Now about ethics: Oddly enough, in this present instance it was Dr. Samuels, himself, who brought the matter up. He it was who mentioned it first. He it was who, in the letter accompanying his release, assured us that everything was so ethical as to approach the austere and the aseptic. Anyway, so it was on his side of the fence.

He it was who mentioned money. He wrote: "We have no funds with which to buy space to make the facts known to your readers, and if we had such funds, under our code of ethics we do not advertise."

But we've standards of conduct, also, in the publishing business. When an editor considers an offering, he consults, not only his judgment, but also his conscience. He asks himself: If I print this, who will profit?

Dr. Samuels implies that we are



## PUSH BACK THE DEADLINE

Here's the best way to beat the bug-bear of closing dates. Ship all mats, electrots, cuts and printed matter by the super-swift Railway Express. Special delivery on arrival, nights and Sundays included. We give a receipt on pick-up and take a receipt from consignee showing date and hour of delivery. Economical, too. For service or information merely telephone the nearest Railway Express Agent.

*The best there is in transportation*

**SERVING THE NATION FOR 96 YEARS**

**RAILWAY  
EXPRESS  
AGENCY, INC.**

**NATION-WIDE RAIL-AIR SERVICE**

mercenary, unhumanitarian, and possibly anti-social. Yet somehow we believe that the printing of advertising in the guise of news is dishonest. In season and out, we have denounced and we shall continue to denounce that kind of deception; and we've played no favorites and pulled no punches. To borrow a word that Dr. Samuels uses twice, the printing of special-interest publicity in such a form that readers take it to be "straight editorial" matter is *not* altruistic.

Who profits? On that point, in this instance, we shall say more a little later on.

It seems pertinent, here, to consider another fact—and a fact that bewilders. As we understand, it has been the theory of the medical profession that the ethical doctor's abstention from advertising really operates to the public benefit, in that it identifies him for what he is—an ethical doctor. Would you find a reliable physician? Then pick one who doesn't advertise.

Of course, there are other qualifications. But of all the data about a doctor that a mere layman might easily unearth, the easiest to spy out is his stand on advertising.

That, practically, has been enough.

Yet here enters the alarming information, furnished by Dr. Samuels himself, that restraint from advertising isn't enough at all. His association, Dr. Samuels writes, has been organized to eliminate from hotel medical practice "certain evils"—and darkly he hints that those evils have been black, indeed. In fact, so Stygian have been the "morals and business practices" of certain practitioners who practice in hotels that now the hotel-medicine industry must be policed by a special association, sworn to check everybody and everybody's morals every year.

Dr. Samuels intimates that so dire a menace is the current unorganized state of hotel medicine that it threatens "the welfare and perhaps the very life of millions of people."

In advertising, "knocking copy"—copy that scares consumers into believing that, if they take any-

thing else, they'll be poisoned—is considered unsportsmanlike. But perhaps advertising's opinion is wrong. Advertising never has been blessed with a Hippocrates, and hence has had to worry along without a Hippocratic oath.

And now about profits:

Accompanying Dr. Samuels' letter in which he essays to set our altruism straight comes a mailing piece, a piece of direct-mail advertising. In form, it is a four-page folder—generally called a four-page letter—of which the first page serves as the letterhead and usually is "personalized."

On the first page, Dr. Samuels writes to us:

"If you will read the address on the inside pages of this folder, perhaps you will gather a clearer understanding of this movement."

The inside text is headed: "Address of Dr. M. W. Samuels, President of the Hotel Physicians' Association of America at the Annual Convention of the American Hotel Association held on October 11, 1934, at the Roosevelt Hotel, New Orleans, La."

And the opening copy is illuminating. It reads:

Mr. President, Ladies and Gentlemen:

I sincerely appreciate the privilege of addressing you at this time.

I could go on in lengthy discourse, regarding our ideals and aspirations, the promulgation of which I have given years of study, but instead I will save time by stating briefly the three cardinal factors with which we are both vitally concerned.

(The italics, now, are the doctor's.)

*First: Current opinion prevailing that hotel doctors in general are inferior in skill and ethics to those of their colleagues who practice on the outside.*

*Second: The bad influence and loss of business to hotels, if such opinions are allowed to continue without adopting corrective measures.*

*Third: The serious evils to the public generally, resulting from these opinions.*

The public's welfare? Vaguely identified, it comes in third.

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The text goes on to mention "evils," chief of which is the public's putative distrust of hotel doctors. And there's a touch of scare in this: "If the doctor of your hotel"—Dr. Samuels was addressing, it will be remembered, an association of hotel executives—"if the doctor of your hotel is not competent, you may never know it until some catastrophe occurs—when it will be too late."

But, with the association going full blast, catastrophes will become routine; for the association doctors are to serve as "health and sanitary officers of their respective hotels," and, should widespread contagion strike—and again the italics are Dr. Samuels'—"the members of our Hotel Physicians' Society can communicate with each other immediately, without arousing the public fear to the detriment of your hotels."

Who stands to profit? Thus far, and pretty pointedly, it seems to be the hotels.

And how about the doctors?

Dr. Samuels' educational letter, quoted above this reply, assures us that he is not concerned with a doctor's financial benefit, nor does his association seek to blurb the prestige of its members.

We quote once more from the text of the address that he has converted into a piece of advertising; and again, as to typography, we follow copy:

*This (the formation and the functioning of the hotel physicians' association) needless to say is bound to result in increased patronage not only for hotel physicians, but for the hotels as well.*

Dr. Samuels' "article" was a publicity release. It sought to bring prestige and profit to specific individuals.

And here we have enlarged upon the matter, not because the incident is important in itself, but because, regarding the medical profession as highly as we do, we dislike to see so splendid a vocation handicapped and made to appear ridiculous by a so-called code of ethics that is not only silly but downright hypocritical.

## INDUSTRIAL ARTS EXPOSITION

Your preview of prosperity. A complete presentation of the coming achievements in Housing, Home Appliances, Transportation and Design.

**NOON to 10:30 DAILY**

*Admission 25c*

**ROCKEFELLER CENTER**

**APRIL 16 • MAY 15**

**Are you among  
the advertisers,  
manufacturers,  
and publications  
named in this book?  
Don't be too sure  
till you have read...**

**THE POPULAR PRACTICE OF**

# FRAUD

**By T. SWANN HARDING**

Printers' Ink says: "This book delivers another barrage against dishonest advertising but it has many merits that are quite lacking in the Consumers' Research type of attack. It cannot be laughed off nor can it be answered by evasion. Whether advertisers agree with him or not, they should read this book."

**2nd printing \$2.50**

**LONGMANS**

# Mats for the Small Dealer

How Manufacturers Can Increase Newspaper Advertising Volume at No Additional Space Cost

By Dana S. Greenlaw

Commercial Page Editor, *Utica Observer-Dispatch*

**D**URING the last two years, I have seen hundreds of mats and electrotypes of attractive advertisements laying on dealers' shelves and desks. The artwork was, in most cases, excellent and the copy good. If run in a local newspaper these ads would certainly sell goods, but the majority of them will never be used.

After looking over a bundle of such mats the dealer invariably says, "Oh, make me up something featuring 'blank' paint or some other article. You know about what I want. Never mind showing me the copy or proof. What you give me, I hope will be O. K."

Now these mats and electrotypes cost manufacturers money to prepare. They were designed with effort and care. A large portion of them so far as copy and artwork are concerned meet the dealers' requirements exactly. Why are they not used?

The answer is that the dealer simply cannot afford to use them. To the manufacturer's advertising experts a \$10 advertisement is small, indeed. With several hundred thousand dollar appropriations, it is almost impossible to realize that such a space may represent a lot of money to many dealers.

Newspapers have been and are selling dealers on the value of advertising consistently every week or more often if possible. It is not a selfish motive either, inasmuch as consistent advertising brings the greatest returns.

Now let us suppose a small dealer uses as much as a ten-inch space every week. For a medium-sized newspaper, this space may represent approximately \$10. In a year he has invested \$520. Add

to this church programs, a small direct-mail campaign, a few blotters and perhaps one or two other advertising schemes and before he knows it, his year's advertising is costing him from \$800 to \$1,000.

Of course there are dealers who do and can afford to use large newspaper space consistently. There are others who must confine themselves to a one to five-inch space, if they advertise the year around.

One of my customers is in the roofing business. If he spends \$8 for a single advertisement, he knows it is even more than he can afford in spite of the fact the manufacturer pays half. This manufacturer, by the way, offers some extremely good mats. But the mats run from ten to twenty inches in newspaper space! How can they be possibly used in a four-inch advertisement?

## Has to Use Newspaper's Stock Cuts

A small hardware store runs a two-inch advertisement every week. In most of the ads a small stock newspaper cut is used. The other week a manufacturer's special on floor wax and an applicator was advertised. If the manufacturer had made available a small mat, the ad surely would have been more effective. In fact, manufacturers could have their products advertised every week if they would furnish this store with attractive small mats.

During the last year I have serviced from fifty to seventy small advertising accounts each week. In only a few instances has it been possible to use manufacturers' mats.

Once in a while I am able to cut the copy down in a manufacturer's

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ad so it will conform to the space the dealer can afford to use, but such instances are rare. Even then the advertisement has lost some of its effectiveness because regular newspaper type must be used instead of the more distinctive type used by the manufacturer.

The only industry I know that offers a mat service for small advertisers is the motion picture industry.

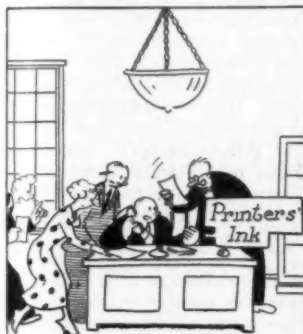
If I were designing dealer advertisements for a manufacturer, I would include plenty of small ads—for two, three, four, five, and six-inch spaces. Such ads can be made attractive and you will be surprised how many dealers will ask for them.

The manufacturer should remember that the small advertiser wants his ads to appear fairly black. He realizes they are small and to be effective they must "stand out." Another desirable feature is a place for the price.

The dealer knows when he mentions price on a small article, the advertisement pulls a great deal better.

Another reason why dealers do not make better use of a manufacturer's mat service is because of the time it takes the manufacturer to send him the mats. He receives a book illustrating the mats available. The ads look good to him and he decides to splurge. He picks out the advertisements he likes best and writes for them. One week goes by, two weeks, three weeks or even longer before he receives the mats. By this time he has lost his enthusiasm and wonders if it is not too late to advertise that product anyway.

If I were looking after this end of the manufacturers' advertising, I would insist that mats and cuts be sent the same day the request was received—by special delivery. Believe me, the cost of those special delivery stamps would be well paid for in more ways than one.



At the office...



At Home. *art helkants*



Yes...Enter my personal subscription for a year and send bill for three dollars to

Name.....

Address.....

Company connection.....

Printers' Ink 185 Madison Ave. New York.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell  
John Irving Romer, Editor and President  
1908-1933

PRINTERS' INK PUBLISHING CO., INC.  
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President  
DOUGLAS TAYLOR, Vice-President  
R. W. LAWRENCE, Secretary  
DAVID MARCUS, Treasurer

G. A. NICHOLS, Editor  
C. E. LARRABEE, Managing Editor  
R. W. PALMER, Associate Editor  
ARTHUR H. LITTLE, Associate Editor  
BERNARD A. GRIMER, News Editor  
H. W. MARKS, Mgr. Readers' Service

## EDITORIAL OFFICES

Chicago, 6 North Michigan Avenue: Andrew M. Howe, Associate Editor; P. H. Erbes, Jr. Washington, 1208 Carpenters' Building: Chester M. Wright.  
London, 30 and 31 Great Queen Street, W. C. 2: McDonough Russell.

## ADVERTISING OFFICES

Chicago, 6 North Michigan Avenue: Gove Compton, Manager.  
St. Louis, 915 Olive Street: A. D. McKinney, Manager.  
Pacific Coast: M. C. Mogensen, Manager.  
San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months.  
Canada \$4 plus duty \$2.60 a year. Foreign \$5.

NEW YORK, APRIL 25, 1935

## Goggles and Blinders

Dust storms? There is more dust in the air in

Washington right now than there is in the bewildered atmosphere of the whole Middle West.

In Kansas, we're told, even the urbanites wear goggles. And that's no national novelty, either. As the Kansans themselves well know, the agrarian intellectuals who now are muddling American agriculture have been goggled for years; and the lenses of their goggles are foggy and at least faintly pink.

With Congress still in session, it would be a foolhardy prophet who would undertake to foretell, categorically, what next is to be done to the farmers and, indirectly, to business. With Congress still in session, it would seem that he who could chart the future most accurately would need to be a congenital pessimist, born to expect the worst.

Yet the confusion that confounds the farm program may reveal itself

as a blessing. Within the next two months, an apprehensive nation will be threatened, intermittently by new outbreaks of administrative and legislative medicine-making. We shall be swept by the disordered winds of misbegotten thought and startled into constant jumpiness by the ominous rustlings of rumor. We shall hear of fixed prices, of export subsidies, of greenback issues for farm mortgages. We shall contemplate with dismay projected acts of Congress that will cause existing legislation to look as safe and sound and conservative as the pyramid of Cheops. Yet for reasons inherent in the Babel that our Capital has become, the chances are good that we shall emerge from even this Congressional session relatively as unharmed as when its gavels first thumped for order.

Nor is this a philosophy that draws its assurance from the conviction that, no matter what happens, matters can't be made worse. Rather this optimism flows from the demonstrated fact that our blindered busybodies can't see sideways. However astigmatically, each looks straight ahead and sees only his private mirage. Damage can come only through their action in concert; and it is the republic's salvation that concert on their part has become impossible.

Call it left-handed confidence. But imagination finds it hard to envision disaster developing at a time when our Government, administrative and legislative, seems on the verge of leaping on its horse and, as in that concept of Stephen Leacock's, galloping off in all directions.

## And Now It's Unanimous

In downtown New York, the street that runs from a graveyard to a river has found out that business is better.

And now that Wall Street knows, everybody knows; and there's no

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longer any point—if point there has been—in keeping the matter a hidden secret.

Half-forgotten Wall Street, whose debacle back there in '29 served as a dirge-like overture to the drama of Depression, hears the curtain descending upon the tragedy's close; and the fiddlers are tuning up again.

Says the *Wall Street Journal's* weekly review: "A disposition to believe that the worst of the political and business uncertainty had been seen in March developed in some Wall Street quarters. Encouraging reports on steel operations, power output, and car loadings for the latest week, with unseasonal gains in the two latter indices, served to bring home the fact that too much bearishness may have prevailed in the financial district."

Ah, yes. The bulls and the bears. Old words from a language almost dead—old memories from an era almost prehistoric.

As a harbinger of an economic springtime comes the song of the ticker. And financial confidence sends skyward the first green shoots, to burgeon and to bloom.

Gratified, we watch this re-awakening of fauna and of flora. Nor need we seem to blanket the scene with cold if we close these pastoral observations and meditations with the admonition: LAMBS KEEP OUT.

### Between the Furrows

Governor Alf M. Landon of Kansas, speaking

through the medium of a copyrighted Associated Press dispatch, makes a left-handed appeal to Washington for more Government funds to help the farmers of his State to fight dust.

It seems that the Government has allotted only \$250,000 for the purpose of plowing some furrows ("listing" is the correct technical term) across certain sections of Mr.

Landon's State in an effort to induce much of the dust to stay on the ground rather than go up in the air.

The fact that this is the Governor's own pet project may help to explain his extraordinary interest, even though the farmers themselves do not think much of it.

"It was a huge task to begin with," he tells the Associated Press. "It is an appalling one now, but conditions are also appalling and it requires some effort to direct them and this is the only plan suggested."

Two "appallings" in one paragraph would certainly convey the impression that something is going rather wrong in that erstwhile happy habitat of William Allen White, Ed Howe and Henry Allen. But the Governor's concluding paragraph leaves us a bit puzzled.

Says he:

"Farm land prices (in Kansas) have increased from 25 to 50 per cent in the last six months throughout the affected area just as they have in the rest of the State. There is an increasing demand for both farms and ranches. . . . I know this from personal experience. In efforts to buy land in the Western part of the State I found that prices are higher and that there is little land changing hands."

Advertisers who read the first part of the Governor's presentation may conclude that there is little use in trying to sell things to the Middle-Western farmer. But when they read about the jump in land prices they will naturally conclude, and correctly so, that the farm market is more promising now than for a long time. For land is never at a premium when the farmer is on the financial skids or when he has been overwhelmed by disaster, natural or otherwise.

The ways of a politician with the people—especially with the farmer—are more intriguing than the ways of a man with a maid. For-



tunate it is that merchandisers are able to read between the lines—or between the furrows, if you prefer it that way. And to separate the big potatoes from the little ones.

### The Cost of War

If quality could be maintained, price wars never would harm anyone except the warring price cutters.

But, inevitably, if the combat continues long enough, the combatants must cut quality, also; and cutting quality, particularly in a product about which the consumer has not been price-conscious, is a one-way route to trouble.

A current example is the price war among manufacturers of radio tubes. Trade papers reflect a carnage of which the tube-buying public is blissfully unaware—thus far.

"A war?" says the man to whom buying radio tubes is an experience rather rare. "Gosh, I didn't know there was a war on! All I know is that I bought eight tubes at 19 cents apiece. Bargain, eh?"

He bought a bargain. That's all he knows—and that's all he cares.

Only dimly, if he recalls the matter at all, does he remember what he paid for tubes the last time. But—

Most vividly will he remember if his 19-cent tubes, of whatever brand they be, go sour!

And upon that dark day no one will be happy, neither the consumer, nor the dealer who sold him, nor the manufacturer who forgot that, in the long run, what really counts and what really builds and holds volume isn't price at all, but value.

### Big Numbers

That fellow who enters with a brief case under an arm and tells you he has come to fix your estate all up—he really has been getting around.

Reporting to its policyholders, the Mutual Life Insurance Com-

pany of New York reveals that last year it issued new insurance to the total of \$252,965,171.

At the close of business on December 31, its total of insurance in force was \$3,744,186,170.

To merchandisers, who may have wondered about the matter, the figures would seem to convey the assurance that the consumers aren't broke.

And to taxpayers, temporarily misled into the belief that only the astronomers and the Government can talk in that kind of mathematics, it may be heartening to be reminded that private enterprise still may speak in billions.

### Put Him on Wheels

Perhaps it is well to close these three pages with still another note of cheer.

In his bluer moments, a merchandiser thinks of the twelve million unemployed; and, if no more than fleetingly, he wonders: What's the use?

Censuses don't lie. Yet the farm agent's insistence, backed by special investigation, that throughout the county white horses are extinct is completely canceled by the testimony of just one keen-eyed observer that yesterday he saw a white horse on Market Street.

And are jobs really scarce?

From the Elk River Coal and Lumber Company, of Widen, West Virginia, and relayed by the "Link-Belt News," comes a quotation from the letter of an applicant for employment:

"I am twenty-one years old and can produce references from seventy-five previous employers."

Are the optimists right? Is awakening employment creating new markets? Normally, we stand in awe of statistics. But confidently, proudly, we cite as an example this peripatetic young West Virginian.

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# Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

40 EAST 34TH STREET  
NEW YORK

## Judge Us by Our Little Jobs, too

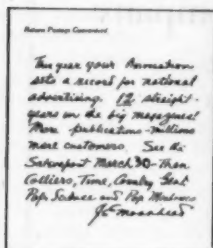
Advertising agencies, being human, like to tell about their big jobs. But it is only fair to ask how they do the little jobs.

Newell-Emmett is of course proud that it services one of the largest advertising accounts in the world. We are proud, too, of our record on the unspectacular—on trade paper copy, cut-and-mat copy, or even match book designs and grocery store throwaways.

Whether the assignment is large or small, our service policy is: do it *thoroughly*.

**"NOT HOW MUCH, BUT HOW WELL"**

## The Little Schoolmaster's Classroom



**M**AKING your dealers read your advertising is an old, old problem and plenty of solutions are in use. Here's a novel one, employed by the Pennsylvania Grade Crude Oil Association, of Oil City, Pa.

It sends out a simple 1-cent postcard, timed to arrive when the advertisement appears. On its face is one of the illustration elements of the advertisement, in reduced size, with very short copy or none at all. On the back, alongside the address, is a short handwritten message from the executive secretary, J. E. Moorhead. This message in informal style, reminds the reader to pick up the current issue of one of the magazines used by the association and read its advertisement.

The message is, of course, printed from a line cut. Production costs are extremely low.

Each postcard is planned separately, with as little resemblance to the others as possible. Thus each has a certain surprise value. The large picture and short message have maximum attention power.

• • •

An unusual combination of booklet and sample is being used by The Miller Company, manufacturer of lamps and lighting fixtures. It is

described by H. L. Harrison, director of advertising and sales promotion, as follows:

"During this last year we inaugurated an activity to develop additional business for our rolling mill division. In our advertising to the trade we asked industrialists to write in for one of our de luxe brochures giving the story of Phosphor Bronze and for an actual metal sample.

"We co-ordinated the two. In other words, rather than send out individually a metal sample which would in most instances become misplaced and would not be retained for any definite period of time, we made it a tangible part of our de luxe brochure which graphically illustrates the various steps in the manufacture of this metal. Appearing as it does on the outside front of this brochure, it at once attracts attention and so adds to the attractiveness of the book itself that it is most generally retained.

"The response we have received from this presentation has been most interesting. It has definitely aided in increasing our sales volume and the novelty of the book has brought in requests from paper manufacturers for use as salesmen's samples and graphic art exhibits and from universities and libraries in various sections of the

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country. We feel that it has made interesting what otherwise might have been a drab presentation."

The company has made excellent use of the metal which lends itself nicely to adding appeal to the cover. The bronze is highly polished and combines well with the black paper and green ink used on the cover. In addition, the company has printed the words "Phosphor Bronze by Miller" on the metal.

...

Hall Brothers, greeting card manufacturers of Kansas City and New York, issue a house magazine for dealers called "Hall Brothers Handy Book."

An interesting feature of this magazine is the so-called Business Builder's Contest conducted each month. Each contest revolves around a question having to do with the sale of greeting cards. The company offers a \$5 reward for each answer published, the answers being limited to fifty words. The winning answers are selected by an impartial committee of retail card dealers.

Each month in the center of the "Handy Book" the company prints a cardboard insert which is perforated in the middle for tearing off. The latter half is a business reply card addressed to the contest editor of the company and on the back is a place for the contestant to write his answer.

The question for March was "What is the most successful method you know for selling 25-cent cards instead of 5-cent or 10-cent cards?" The February question was "What do you say when a card customer says 'I'm just looking'?"

The company also uses the business reply card idea in another insert, which is really a part of the contest insert but is bound through the saddle-stitched magazine so it appears on a later page. The upper half of this part of the insert is also a business reply card containing an order blank for special selections of merchandise.

...

Whenever a copy writer can see a problem and visualize his objective in one sentence, he's done

do you lead  
in the art  
parade?  
SEE  
FAWN-ART STUDIOS  
INCORPORATED

## UNUSUAL OPPORTUNITY for SALES MANAGER With \$2000

A small organization founded 1926, selling patented equipment item \$2500 up to leading department stores. . .

Offers attractive partnership arrangement without capital investment other than self-financing for initial selling. . .

You will need \$2000 or less. Must have unquestioned ability and standing. Address "T," Box 90, Printers' Ink.

COMPLETE CONTRACTOR COVERAGE  
**PRACTICAL**  
In Response to a Demand  
by The Publishers of BUILDING SUPPLY NEWS  
**BUILDER**  
SOUTHWESTERN PUBLICATIONS CO. CHICAGO

## New KIND of premium plan

—just adopted by 3 advertisers of national importance.

—involves NO premium cost, effort, or handling bother.

OFFER FREE, with purchases of your product, a coupon worth \$1.00, good for an individually-made \$1.35 Portrait Enlargement, in life-like colors, of your customer's favorite snapshot. Write for full details. New Process Studios, 47 East 21st St., New York.

## WANTED

### Advertising and Sales Promotion Manager

for important firm in Buenos Aires, Argentine, S. America. Preferably one with experience in the Toilettries and Proprietary Medicine fields. Spanish indispensable. Solid position with good prospects. Only fully qualified need apply. State experience and salary desired to "R," Box 89, care of P. I.

## OPENING FOR AGENCY PRINCIPAL

—with old established Chicago agency of medium size—amply financed and consistent profit record. Excellent opportunity for man with some immediate billing and a desire to develop new contacts. Address "N," Box 88, care of Printers' Ink.

much more than simplify the word-building job immediately ahead of him. The Schoolmaster has this on the advice of G. W. Freeman, service executive of Marschalk & Pratt, Inc., who tackled part of a discussion before the Technical Publicity Association on how to dress up industrial copy so that it can go places.

His observations are that the copy writer who boils every piece of copy down to a sentence puts himself one up on the client and the boss. They will agree or disagree. If they agree then they can't, if they stay by their opinions, jump on the copy writer with criticisms of poor judgment on his part.

Another note jotted down by the Schoolmaster had to do with an economical suggestion advanced by Ralph Mutter, art director of the same agency. It hints at a further use which can be made of old window displays and also shows one way in which industrial copy can be given individuality. A campaign for Dutch Boy white lead was being planned and in looking over the files some old window displays were found. These were mounted on three-ply veneer and photographed and when reproduced in a campaign contributed unique attention value.

• • •

When the Schoolmaster picked up his recent copy of that unique publication, *The Countryman*, one of England's most interesting magazines, he found a four-page folder inserted slyly between the leaves. It was headed "Snobbery about Advertising; A Plain Word to Our Readers" and is worth quoting at some length because it states succinctly a philosophy that is pretty generally overlooked by the majority of the readers of magazines and newspapers.

1,000 flexible copy ideas, headlines and closes that can be used for peanuts as well as planes, ice cream as well as institutions.

## IDEAS

Send \$1.00 for "IDEA STIMULATOR" to

**MILT GREY**

224 N. Pine CHICAGO

TORONTO  
MONTREAL  
WINNIPEG  
LONDON, ENGL.

## GIBBONS KNOWS CANADA

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# Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

## BUSINESS OPPORTUNITIES

**I Want To Buy** a small established manufacturing business, preferably one manufacturing consumer's products. Paul A. Frank, 627 Second National Bldg., Akron, Ohio.

**TRADE PAPER WANTED**—Established organization will purchase outright or on royalty basis trade paper in a promising field. Here's your chance to unload. Box 620, Printers' Ink.

## HELP WANTED

**Several Men**, college graduates, preferably with teaching experience, now engaged in Advertising, Marketing or Selling, for teaching these subjects in Evening classes in Manhattan. Mail full details of education and experience. Box 624, P. I.

**Assistant in Advertising**. Young man with about five years' experience in direct mail and publication promotional work. Must be adept with pencil and pen, modest salary, excellent opportunity. Products are technical, approach is not. Box 622, Printers' Ink.

**WANTED**: Copywriter and sales promotion manager for group of high class industrial publications. Good idea man and prolific writer required. Opportunity for rapid advancement. In applying, give full details as to previous experience, salary, etc. Box 628, Printers' Ink.

## CONTACT MAN

acquainted with national advertisers and food packers to introduce the newest, self-supporting premium plan. Now being used by one of America's largest National Advertisers. Liberal commission. Box 621, Printers' Ink.

## MISCELLANEOUS

**WHISTON PRESS CLIPPING SERVICE**, Walker Bldg., Buffalo, N. Y., established in 1900, offers intensive national or local coverage on dealer ads, publicity releases, business leads, etc.

**SAVE TYPESETTING AND ENGRAVING** costs by Photo-Offset, most economical printing process. We reproduce direct from your copy for as little as \$1.50 a hundred copies; additional hundreds 20 cents. Samples. Laurel Process, 480 Canal St., N. Y. C. Walker 5-0528.

## POSITIONS WANTED

Advertising sales promotion, 15 years' experience, agency, publishing, direct mail, departmental; assist, direct or represent. Married, Christian, responsible, reference. Box 627, Printers' Ink.

**SEASONED** advertising man, 35. Excellent, wide experience especially in planning, copy, layout, production. In central west now. A "find"—for you? Box 625, Printers' Ink.

**EXPERIENCED** advertising, sales promotion, idea, copy, publicity man. Good executive type for modest money. Fine record important agencies and companies. Box 631, Printers' Ink.

**ADVERTISING SPACE SALESMAN**. experienced man, wide acquaintance, wants Eastern representation of leading publication or position as salesman or manager Eastern office. Box 619, P. I.

**COPY WRITER**—Versatile, original, prolific! Ten years of broad experience with country's leading advertisers. Thorough knowledge of merchandising, sales promotion and publicity. Box 623, P. I.

**Secretary-Stenographer**, broad experience. Publishers' Representatives, Advertising Agency. Familiar Rates, Contract, Space Buying Departments; Foreign and Domestic Media. Handle details, correspondence efficiently. Box 626, P. I.

**RADIO SET** and electrical specialties advertising man with wide general background advertising, publicity, copy, direct mail, sales promotion, dealer cooperation. Former executive Lord & Thomas; 10 years RCA-Victor. Edgar George Herrmann, 246 Fifth Avenue, N. Y. C.

**SALES PROMOTION MAN**—7 years with largest manufacturers. Thorough knowledge advertising, copy, printing, packaging, house organs, direct mail, dealer-jobber co-operation. Produces literature that sells and can develop new markets. An idea man with initiative. Age 32, university graduate. Box 630, P. I.

## TEN THOUSAND DOLLAR MAN

Available, as sales promotion manager. 41 years old, Harvard education, 18 years of successful experience in one job in food-manufacturing, hiring and training salesmen, devising and coordinating sales and advertising effort. Accustomed to responsibility. Capable, energetic, sound. Box 629, Printers' Ink.

## CAUTION!

Applicants for positions advertised in **PRINTERS' INK** are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

## Advertisers' Index

	PAGE
American Exporter .....	55
Ayer & Son, Inc., N. W. ....	1
Business Opportunity "T," Box 90..	99
Chicago Tribune .....	104
Classified Advertisements .....	101
Delineator .....	46-47
Des Moines Register and Tribune..	2
Fawcett Women's Group .....	70-71
Fawn Art Studios, Inc. ....	99
Francis Press, Charles .....	103
Freeman & Co., Samuel T. ....	87
Gibbons, Ltd., J. J. ....	100
Grey, Milt .....	100
Harpers Magazine .....	59
Hastings & Co. ....	83
Hawley Advertising Co., Inc. ....	79
Help Wanted "N," Box 88 .....	100
Help Wanted "R," Box 89 .....	100
Indianapolis News .....	21
Industrial Arts Exposition .....	91
Longmans .....	91
Los Angeles Times .....	16
Louisville Courier-Journal, Times..	29
McGraw-Hill Publishing Co., Inc..	42-43
Merrill Advertising Co., Inc. ....	75
Milwaukee Journal .....	6
Nation's Business .....	30-31
Newell-Emmett Co., Inc. ....	97
New Process Studios .....	100
New York Journal .....	38-39
New York News .....	22-23
New York Sun .....	11
New York Times .....	13
Parents' Magazine .....	67
Practical Builder .....	99
Printers' Ink .....	93
Printers' Ink Publications.....	62-63
Progressive Farmer .....	52-53
Providence Journal-Bulletin .....	5
Quality Group .....	37
Railway Express Agency, Inc. ....	89
Ruthrauff & Ryan, Inc. ....	61
Scribner's Magazine .....	51
Thompson Co., J. Walter .....	8-9

No responsibility is assumed for any omission

Advertising rates: Page \$135; half page \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

Here is what *The Countryman* has to say:

*"What You as a Reader Have Gained from Advertising.* It is not easy for those who are unfamiliar with the technique of magazine production to realize fully that it is by reason of our advertisements that we are able to give as much reading matter and as many illustrations as we do. The subscriptions to a periodical of quality like *The Countryman*, the circulation of which (though large and rapidly increasing) can never soar to the figures of the popular press, do not meet its cost, much less cover the salaries of twelve adults. The untimely end of many valuable periodicals, for no other reason than lack of advertising, has surely yielded its lesson.

*"Getting Double for Your Half-Crown.* Whereas, at the end of our first year, you were getting seventy pages of reading matter for your half-crown, and at the end of the second year seventy-five pages, the number of pages of reading matter has so greatly increased, by reason of the increased advertisement revenue, that you now get a hundred and eighty-five pages of reading matter. But please look at this remarkable table:

"Pages of Reading Matter:

April 1928.....	74
" 1929.....	82
" 1930.....	105
" 1931.....	117
" 1932.....	126
" 1933.....	150
" 1934.....	162
" 1935.....	183"

♦ ♦ ♦

### Weatherly Represents Ahrens

George B. Weatherly, 438 Vermont Avenue, Berkeley, Calif., has been appointed general representative on display advertising in the Western and West Coast States for all the publications of the Ahrens Publishing Company, Inc.

♦ ♦ ♦

### Buente with Buffalo Agency

George Buente, formerly sales manager of the Nu Bone Company, Erie, Pa., is now an account executive with Warman & Hall, Buffalo, N. Y., agency.

♦ ♦ ♦

### Poindexter Leaves Hall Printing

Randall E. Poindexter has resigned as vice-president and general sales manager of The W. F. Hall Printing Company.



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# NOW IS THE TIME

## BUSINESS IS GETTING BETTER NOW

*Why wait any longer?  
Why not start in today on a*

### DIRECT MAIL CAMPAIGN?

WE SUGGEST

**BROADSIDES  
FOLDERS  
CATALOGS  
BOOKLETS**

*Our service and planning  
departments offer their facilities.  
Call our representative to see you.*

### CHARLES FRANCIS PRESS

MEDALLION 3-3500

461 EIGHTH AVE., AT 34th ST., NEW YORK

644,000

*Net Paid  
city and  
suburban  
Daily  
Circulation*

INCLUDING MORE HOME CIRCULATION, DELIVERED BY OFFICIAL CARRIERS, THAN ALL OTHER CHICAGO DAILY NEWSPAPERS COMBINED!

**Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER

Total Daily Circulation Now in Excess of 801,000